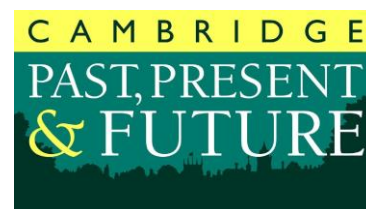


Greater Cambridge Share Planning Service



By Online Planning Register

Cambridge Past, Present & Future  
Wandlebury Country Park  
Cambridge CB22 3AE  
Phone 01223 - 243830  
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11/10/2022

Dear Adam

**Response to 22/03758/FUL and 22/03755/FUL for Installation of a modern, multifunction Hub unit featuring an integral advertisement display and defibrillator | Pavement Outside 7 Fitzroy Street and 19-23 Fitzroy Street, Cambridge**

Cambridge Past, Present & Future is Cambridge's largest civic society. We are a charity run by local people who are passionate about where they live. We operate in the greater Cambridge area and working with our members, supporters and volunteers we:

- Are dedicated to protecting and enhancing the green setting of Cambridge for people and nature.
- Care about Cambridge and are an independent voice for quality of life in the strategic planning of Greater Cambridge.
- Are working to protect, celebrate and improve the important built heritage of the Cambridge area.
- Own and care for green spaces and historic buildings in and around the city for people and nature, including Wandlebury Country Park, Coton Countryside Reserve, Cambridge Leper Chapel & Barnwell Meadows, Bourn Windmill and Hinxton Watermill.

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Cambridge Past Present and Future object to the location of these hub units as they introduce additional street clutter and harm the character and appearance of the Conservation Area contrary to Policy 61.

There are two separate applications for multi-functional hubs which are located only 65m apart. It is unclear why both are needed in the same location.

The hubs are sited on the boundary of the Kite Conservation Area and therefore Policy 61 applies. The policy requires proposals to preserve and enhance listed buildings and the townscape of the conservation area and of spaces which contribute to the character and appearance of the conservation area; and be of appropriate design to respect the conservation area.

The Townscape Analysis in the Conservation Area Appraisal identifies views into New Square as important positive views. Section 8.7 of the Appraisal recommends that the Council continue to protect the positive views within the Conservation Area or its immediate setting.

One side of the hub is a digital advertisement display. Historic England advice on advertising is that advertising panels tend to be incompatible with the visual sensitivity of the historical setting and add to street clutter. Particular care is needed in the case of internally illuminated digital screens. (Streets for All; Historic England 2018 page 39). General principles set out by Historic England are to avoid cluttering the street. New equipment should be located at the back of the footway, adjacent to the buildings, rather than on the edge of the footway where it is more obtrusive. The open aspect of the street should always be maintained. This also means that it does not impede pedestrian circulation.

22/03758/FUL: The Hub at 7 Fitzroy Street is prominently located within the centre of the Street creating additional street clutter and the large lit advertisement display is a visually intrusive element which harms the view to New Square, contrary to policy 61.

22/03755/FUL: The Hub at 19-23 Fitzroy Street is prominently located within the centre of the Street creating additional street clutter and the large lit advertisement display is a visually intrusive element in close proximity to 17 Fitzroy Street, harming the setting of this listed building, contrary to policy 61.

In addition to these two applications, there is an application for a BT Hub outside 4 Fitzroy Street (22/02862/FUL). Each include large screen lit digital advertisements which if all three are allowed would have a significant negative effect on the Conservation Area. The applications should therefore be considered collectively.

If the Council is minded to grant permission, careful consideration should be given as to whether more than one hub is appropriate in this location. Any hub should be located where it has the least impact on the conservation area and listed buildings. The visual impact can be minimised by locating it with other street furniture so that the open aspect of the street is maintained, and it does not impact on pedestrian movement.

The provision of a defibrillator is understandable and should be supported. One option would be to provide this in the existing BT telephone Box located outside the Eden Chapel and which is proposed to be removed under the application 22/02862/FUL. This is a common reuse of telephone boxes.

I trust that you will take our comments into consideration.

Yours sincerely  
*Sarah Nicholas*  
Principal Planning Officer