

Application ref: 2024/3459/A
Contact: Fast Track TY
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Date: 10 October 2024

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DPV Consult
20 Clyde Road
London
N22 7AE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:

Pavement opposite 152 West End Lane (corner of Iverson Road)
London
NW6 2LJ

Proposal:

Display of illuminated content on digital screens integrated within new communication Hub.

Drawing Nos: (Cam-IR/2024/-)01 to 06 (inclusive); Planning and Heritage Statement from DPV Consult Limited (ref: DP/20075) dated 24/07/2024; Design, Management and Operational Statement from Urban Innovation Company dated 10/05/2024; Responsibilities Statement from Urban Innovation Company dated July 2024.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed advertisement, by virtue of its location, scale, prominence, method of illumination, would add harmful visual clutter, detrimental to the amenity of the streetscene and the Fortune Green and West Hampstead Neighbourhood Area, contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017 and Policy 2 (Design & character) of the Fortune Green and West Hampstead Neighbourhood Plan 2015.
- 2 The proposed advertisement, by virtue of its location, scale, prominence, and method of illumination, would introduce a distraction to traffic and pedestrians,

causing harm to highway and public safety, contrary to Transport for London guidance, and to policies A1 (Managing the Impact of Development), D4 (Advertisements) and T1 (Prioritising walking, cycling and public transport) of the Camden Local Plan 2017 and Policy 9 (Pavements & pedestrians) of the Fortune Green and West Hampstead Neighbourhood Area Plan 2015.


In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title of the signatory.

Daniel Pope
Chief Planning Officer