

Belsize Resident's Association
193 Haverstock Hill
London
NW3 4QL

Application Ref: **2010/2332/A**
Please ask for: **Aysegul Olcar-Chamberlin**
Telephone: 020 7974 **6374**

26 July 2010

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 outside 193 Haverstock Hill
London
NW3 4QL**

Proposal:
Display of a freestanding, non-illuminated, steel framed information board (2.01m x 1.82m x 0.08m) on pavement.
Drawing Nos: BRA-01 (Site Location Plan); BRA-02 (details of board); and Photo of an example information board in Belsize Village.

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

Reason(s) for Refusal

- 1 The proposed information board by reason of its siting, size and location would cause an obstruction, be disruptive to pedestrian flows on the footway and would add visual clutter to the street to the detriment of the character and appearance of the Belsize Conservation area contrary to policies B1 (General Design Principles), B4B (Advertisements and Signs), B7 (Conservation areas), T3 (Pedestrians and



Cycling), T12 (Works affecting highways) of the London Borough of Camden Replacement Unitary Development Plan 2006.

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