

Muthoora, Leela

From: Pauline Atlas [REDACTED]
Sent: 22 February 2015 15:54
To: Muthoora, Leela
Subject: Advertising banner - Application 2014/7925/A

Categories: Red Category

Dear Ms Muthoora

With reference to the above application for permission to erect a permanent (or even temporary) advertising banner in the trees on the Thameslink forecourt, I oppose the granting of a license on the grounds of the NDF comments mentioned below that specifically mention that we should not have this type of advertising and that we should preserve our green spaces intact as per Camden's own policies. Please refer to these comments:

On page 36, paragraph D2, at the bottom of the page (Transport section)

On page 43, recommendation ii in support of Policy 9

On page 49, Policy 12-ii. (West Hampstead Town Centre)

I am extremely concerned about the proliferation of advertising board of all sizes on West End Lane. Yesterday I counted 11 between Broadhurst Gardens and Blackburn Road and 7 between St James Church and Pappa John's (as you know these are very short distances) where we regularly trip over the delivery motorbikes parked on the pavement and who drive off from there without a care for pedestrians. Before the Railway shut for refurbishments, it often had up to 4 very large double sided A boards and 3 or 4 smaller ones outside its premises. Again, please refer to the NDF's general statement about "visual clutter" on page 42, paragraph D15.

Councillor Phil Jones promised to clear up the street clutter and it appears that after a temporary improvement, the situation has gradually worsened to a point where it has taken over and we are already suffering from "overkill". Advertising of this sort as well as the proliferation of advertising boards, some placed in the middle of pavements, or chained to lampposts, making a walk up or down West End Lane an obstacle course. We do not need to add to this clutter by having yet another advertising banner.

I would therefore request that you do not grant the market a license allowing them to put up more banners. They already have one at the bottom of Blackburn Road and the "temporary" yellow plastic ones they put up, that "accidentally" remain all week. It is also pleasant to look at those trees, with their nesting boxes and free of advertising as they should be.

Kind regards

Pauline Atlas

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