

Caryatid Architects
20 Kings Avenue
Muswell Hill
LONDON
N10 1PB

Application Ref: **2014/6603/A**
Please ask for: **Nanayaa Ampoma**
Telephone: 020 7974 **2188**

20 March 2015

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
Chelsea Square
28 Cricklewood Broadway
London
NW2 3HD

Proposal:
Display of non-illuminated K6 telephone box.
Drawing Nos: OS plan, 1307-01, 1307-21, 1307-22, Design and Access Statement.

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 reason of its location and size would result in visual clutter to the detriment of the visual amenity of the streetscene contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 (Securing high quality design) of the London Borough of Camden Local Development Framework Development Policies.



- 2 The proposed advertisement, by virtue of its siting, would reduce the amount of useable unobstructed footway, hindering pedestrian movement and resulting in a detrimental impact to the quality of the public realm, amenity and safety of pedestrians. The proposal would thereby be contrary to policy CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategies Development Plan Policies and policies DP17 (Walking, cycling and public transport) and DP21 (Development connecting to the highway network) of the London Borough of Camden Local Development Framework Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

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

Yours faithfully



Ed Watson
Director of Culture & Environment