



The Heath & Hampstead Society

P.O. BOX 38214 LONDON NW3 1XD

The Society examines all Planning Applications relating to Hampstead, and assesses them for their impact on conservation and on the local environment.

To London Borough of Camden, Development Control Team

Planning Ref: 2015/2452/A 2453/A 2454/A

Address: Pavements: Old Police Station, Rosslyn Hill; 40 Rosslyn Hill
35 Hampstead High St, NW3

Description: Illuminated advertising displays

Case Officer: Matthew Dempsey

Date 28 June 2015

None of these proposals is acceptable in our Conservation Area.

Although the concept of finding new uses for disused phone boxes is attractive, the proposal to turn them into advertising sites is in conflict with many aspects of Conservation Area policy, not least the insertion of illuminated displays.

One of the boxes (the Police Station one) is listed, and must **not** be commercialised in this way. The others would become obtrusive elements in the street scene, and be transformed at a stroke into street clutter.

Please refuse.