

M B Design and Build Ltd  
Sussex Innovation Centre  
Suite 18  
Science Park Square  
Falmer  
Brighton  
East Sussex  
BN1 9SB

Application Ref: **2015/2454/A**Please ask for: **Matthew Dempsey**  
Telephone: 020 7974 **3862**

11 September 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:

**BT telephone Kiosk  
O/s 35 Hampstead High Street London NW3 1QE**

Proposal:

Display of 3 x internally mounted LCD screens.

Drawing Nos: EX04, PL04

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

## Reason(s) for Refusal

- 1 The display panels, by reason of size, prominent location and method of illumination would result in visual clutter on the host structure, harming the visual amenity of the Hampstead Conservation Area, contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010 and policy DP24 (Securing High Quality Design) of Camden's Local Development Framework Policies 2010.
- 2 The proposed display panels, by virtue of size, prominent location and method of illumination, would be likely to distract drivers' attention to the detriment of



highway and pedestrian safety, contrary to Policy 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

A handwritten signature in black ink, appearing to read 'Ed Watson', with a stylized flourish at the end.

Ed Watson  
Director of Culture & Environment