

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

Application Ref: **2015/2455/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:

**2 x BT Telephone Kiosk
South End Green
opposite 10 Pond Street
London
NW3 2PS**

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 panel, by reason of its size, prominent location and method of illumination would result in visual clutter on the listed 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 digital display panel, by virtue of its 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', written in a cursive style.

Ed Watson
Director of Culture & Environment