



# *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: 2017/0120/A /021/A /022/A

Address: 192, 140, and 16 Finchley Road NW3

Description: Advertising panels at bus stops

Case Officer: Tony Young

Date 28 January 2017

We comment on all three applications together; their contents are identical.

We object to these garish and intrusive proposals, whose only purpose is revenue-generation; no public benefit would result.

Our objections, in more detail, are on these grounds:

1. They would add to the already excessive street clutter in this busy area. Their increased size, and the large increase in brightly illuminated commercial display, would be an unnecessary and irritating intrusion.
2. The illuminated panels would form a dangerous distraction to traffic, especially in view of the constant changes in visual images. Unless maintained to perfection (unlikely) the images could present a flickering brightness which would be particularly dangerous.
3. The proposed plan arrangement of panels, increasing the enclosure of the seating, would tend to obscure the view of oncoming busses to those seated. The enclosed plan format would also become attractive to vagrants, and petty criminals, and deter waiting bus passengers from using the seating.

Please refuse.