

[REDACTED]

From: James Earl [REDACTED]
Sent: 02 February 2017 14:18
To: Planning
Cc: [REDACTED]
Subject: Planning application 2016/6868/A - bus shelter on West End Lane | Objection from West Hampstead NDF

Follow Up Flag: Follow up
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Dear Camden Council,

I'm writing from the Fortune Green & West Hampstead Neighbourhood Development Forum (NDF) to object to this application for two, large digital screens on the bus shelter at 245 West End Lane.

1. While we have no objection to the bus shelter, or the display of advertising/travel information on the structure, we feel that the addition of large, bright digital screens will be a blight on the street scene and local environment. They would cause unnecessary and intrusive visual clutter on this part of West End Lane, which is within the West End Green Conservation Area. The digital displays would also cause significant damage and harm to the character and appearance of the Conservation Area.
2. In addition, the displays - because of their proximity to the road - could cause a dangerous distraction to drivers on West End Lane. It's worth noting that this very busy stretch of road was the scene of a recent accident when a car drove into a shop.
3. Assessing this application against the adopted Fortune Green & West Hampstead Neighbourhood Plan, we find it is in breach of Policy 2 (Design & Character), Policy 3 (Safeguarding and enhancing Conservation Areas and heritage assets), Policy 9 (Pavements & Pedestrians), and Policy 13 (West Hampstead Town Centre).

We therefore require that his application is withdrawn or rejected.

Yours sincerely,

James Earl
(Chair, Fortune Green & West Hampstead NDF)