

From: Redington Frogna! [mailto:redfrogemail@gmail.com]
Sent: 05 February 2017 22:35
To: Young, Tony
Subject: 2017/0120/A and other bus shelter advertising applications: OBJECTION

Dear Mr. Young,

The Redington Frogna! Neighbourhood Forum is working to enhance the environment of Finchley Road: indeed, one of its key Policies is just this. The Policy seeks to improve the aesthetics and environment for residents and traders living and working on Finchley Road.

This planning application for illuminated on-street advertising outside 192 Finchley Road relates to the Redington Frogna! Conservation Area. Such advertising would be highly detrimental to the Conservation Area and is also contrary to Camden's policy of decluttering. It would obstruct and narrow the pavement, contribute to visual and physical clutter and impede legibility and visibility for pedestrians and shoppers.

The illuminated digital screens will further degrade the streetscape and encourage graffiti, in addition to causing a distraction to road users and increasing the risk of accidents on this very busy road.

The proposal is contrary to Camden's Local Plan: in particular, Policies 7.82, 7.83 and 7.84.

Kind regards,

Nancy Mayo

Secretary

Redington Frogna! Association
<http://www.redfroghampstead.org/>

