

Application ref: 2019/4925/A
Contact: Josh Lawlor
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Date: 6 April 2020

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Mr Richard Wilson
New World Payphones
33 Golden Square
London
W1F 9JT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
Telephone Kiosk outside 70-72 Kilburn High Road
London
NW6 4HS

Proposal:
Display of 1 x LCD illuminated digital advertisement to telephone kiosk.

Drawing Nos: PY329/0011-D, Cover Letter dated 30th July 2019, 71 Kilburn High Road
Location Plan, Technical Specification-A New World Payphones

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

Reason(s) for Refusal

- 1 The proposed advertisement, by virtue of its location, scale, prominence, and method of illumination, would introduce unnecessary street clutter and a distraction to pedestrians, harmful to public safety, contrary to TfL guidance, and to Local Plan Policies A1 (Managing the Impact of Development), D4 (Advertisements) and T1 (Prioritising walking, cycling and public transport).
- 2 The proposed advertisement, by virtue of its location, scale, prominence, and method of illumination, would introduce unnecessary street clutter and a distraction to pedestrians, harmful to public safety, contrary to TfL guidance, and to Local Plan Policies A1 (Managing the Impact of Development), D4 (Advertisements) and T1 (Prioritising walking, cycling and public transport).

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer