

Application ref: 2019/4866/A
Contact: Ben Farrant
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Date: 6 April 2020

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

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
Pavement outside 2-3 Adelaide Road
Chalk Farm
London
NW3 2BP

Proposal: Display of 1 x internally illuminated digital advertisement display integrated within proposed telephone kiosk outside 2-3 Adelaide Road (associated application ref: 2019/4155/P).

Drawing Nos: PY3557/001_Rev.A, Location Plan (unnumbered), Specification Document Revision A by New World Payphones, & Cover Letter by New World Payphones dated 30/07/2019.

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 add visual clutter, detrimental to the amenity of the area and wider streetscene, contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017.
- 2 The proposed advertisement, by virtue of its location, scale, orientation, prominence, and method of illumination, would introduce a distraction to traffic and pedestrians

directly outside of Chalk Farm Underground Station and close to the junction of Adelaide Road and Haverstock Hill, causing harm to highway and 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