

Application ref: 2021/5505/A
Contact: Fast Track TY
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JCDecaux
Fao. Mr Nicholas Foxon
991 Great West Road
Brentford
LONDON
TW8 9DN

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
Bus Shelter outside 10 Pond Street
London
NW3 2PS

Proposal: Display of a single sided, internally illuminated digital screen to the inward face of an existing bus shelter structure (Site H)

Drawing Nos: Site and location plans; Bus shelter and digital panel technical specifications; Cover letter and appendices A and B from JCDecaux (ref. A01740-41) dated 02/11/2021.

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, orientation and method of illumination, would be an incongruous addition resulting in harmful visual clutter, detrimental to the amenity of the streetscene, Hampstead Neighbourhood Area and South End Green designated public open space, and harmful within the settings of nearby listed street furniture and the character and appearance of the adjacent Hampstead Conservation Area located directly opposite, contrary to policies A2 (Open space), D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017, and DH1 (Design), DH2 (Conservation areas and listed buildings) and DH3 (The urban realm) of the Hampstead Neighbourhood Area Plan 2018.

- 2 The proposed advertisement, by virtue of its location, scale, prominence, orientation, method of illumination and proximity to a pedestrian crossing, would introduce a distraction to traffic and pedestrians, causing harm to highway and public safety, contrary to Transport for London guidance, and to policies A1 (Managing the Impact of Development), D4 (Advertisements) and T1 (Prioritising walking, cycling and public transport) of the Camden Local Plan 2017, and DH3 (The urban realm) and TT2 (Pedestrian environments) of the Hampstead Neighbourhood Area Plan 2018.

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 2021.

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', written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer