

Application ref: 2022/3905/A
Contact: Edward Hodgson
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Date: 25 April 2023

Development Management
Regeneration and Planning
London Borough of Camden
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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 Stop outside Beacon House ref 0107/0069
Kingsway
London
WC2B 6PP

Proposal:
Display of single freestanding Forum Structure, featuring Digital 86" screen on both sides.
Drawing Nos: Location Plan, Site Plan, Digital Screen Information, Advertisement Position
Side View, Inwards View and Outwards View, Shelter Elevations,

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 setting of the adjacent listed buildings and wider streetscene and failing to preserve the character and appearance of the Kingsway Conservation Area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

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>

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer