

Application ref: 2023/4643/A
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Date: 25 March 2024

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MR MARTIN STEPHENS
991 GREAT WEST ROAD
BRENTFORD
MIDDLESEX
TW8 9DN
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:

Existing Phonebox o/s
221 Camden High Street
London
NW1 7HG

Proposal:

Replace an existing telephone kiosk with an upgraded telephone kiosk
Drawing Nos: Cover letter prepared by JCDecaux, dated 21/07/2023; Communication Hub Management Plan dated June 2023; Annexe to Hub Unit Management Plan; A02297 (5 pages); Appendix A - Kiosk Detail

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, method of illumination, resulting in a sequential series of static digital images due to proximity to an existing kiosk would add visual clutter and contribute to an over proliferation of illuminated signage, detrimental to the amenity of the streetscene and the setting of adjacent Camden Town Conservation Area, contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017.
- 2 The proposed advertisement, by virtue of its location, scale, prominence, and

method of illumination, 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.

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