

Application ref: 2024/0594/A  
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Date: 11 April 2024

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
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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:

**Telephone Kiosk at the junction of  
SHAFTESBURY AVENUE AND EARLHAM STREET  
London  
WC2H 8JA**

Proposal:

Display of an LCD digital advertising screen attached to a replacement, upgraded telephone kiosk

Drawing Nos:

Cover Letter JCDecaux 30/04/2021; JCD7 Sustainability aims and achievements; JCD9 Suggested conditions and reasons; JCD10 Pavement remediation; A01602 Site maps and visuals; Appendix JCD2 Existing site locations; Appendix JCD3 Proposed Site Locations; Appendix JCD4 - Communication Hub Proposals Hub Unit Detail; Schedule 1 London Borough of Camden Small Format Digital Advertising Specifications; Communication HUB Unit Management Plan V1 October 2020.

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 streetscene, and policies D1 (Design) and D4 (Advertisements) 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 'DP', is positioned above the typed name and title.

Daniel Pope  
Chief Planning Officer