

Application ref: 2024/1109/A
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Date: 15 August 2024

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JCDecaux UK Ltd
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 Telephone Kiosk outside
371 Euston Road
London
NW1 3AR

Proposal:
Display of an LCD digital advertising screen attached to a 'Communication hub unit'

Drawing Nos: Plans: A/489467/ 02, rev A; A/489467/ 01, rev A; A/489467/ 05, rev B

Supporting information: Cover letter prepared by JCDecaux, ref. A02495, 18/03/2024; Site Plan and Images document prepared by JCDecaux; Appendix A - 2023/4641/A Decision notice; Appendix B - 2023/2893/P Decision notice; Appendix C - Appeal decisions dated 14/11/2022; Appendix D - Unit Comparison prepared by JCDecaux; Appendix E - Hub Unit Specification prepared by JCDecaux; Appendix F - The Community Heartbeat Trust document; Appendix G - Zoll AED 3 document; Appendix G - Sustainability document prepared by JCDecaux

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.

Informative(s):

1

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