

Application ref: 2024/2370/A  
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Date: 16 September 2024

**Development Management**  
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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:

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

Proposal: Display of LCD advertisement display with static images on rear façade of 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, 22/04/2024; Site Plan and Images document prepared by JCDecaux; 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 H - 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, method of illumination, would add harmful visual clutter, detrimental to the amenity of the streetscene and the setting of adjacent Seven Dials 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 positioned above the typed name and title.

Daniel Pope  
Chief Planning Officer