

Application ref: 2024/1453/A
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Date: 2 October 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:

**PAVEMENT OUTSIDE
221 CAMDEN HIGH STREET
LONDON
NW1 7HG**

Proposal: Display of an LCD digital advertising screen integrated within a 'Communications hub'.

Drawing Nos: A/489467/ 02, rev A; A/489467/ 01, rev A; A/489467/ 05, rev B;
Supporting information: Cover letter prepared by JCDecaux, ref. A02496, 26/03/2024; 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 siting, size and design, would result in obtrusive and prominent clutter that would be prominent in views looking along Camden High Street towards Camden Lock , 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.

Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.

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