

Application ref: 2024/5493/A
Contact: Fast Track GG
Tel: 020 7974 4444
Email: Geri.Gohin@Camden.gov.uk
Date: 3 February 2025

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

JCDecaux UK Ltd
991 GREAT WEST ROAD
BRENTFORD
TW8 9DN
MIDDLESEX

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
Bus Shelter Outside 125 Kingsway
London
WC2B 6NH

Proposal:
Display of double-sided digital LCD screens to existing bus shelter structure no. 0107/0098.

Drawing Nos: Site Plan & Images ref: 0107/0098 (x 4 pages); Covering Letter dated 6 December 2024 (x 8 pages); Letter from TFL dated 6 December 2024 (x 2 pages); Appendix A (Technical Specification) (x 19 pages); Appendix B (Suggested Conditions) (x 2 pages).

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, orientation and method of illumination, would be an incongruous addition resulting in harmful visual clutter, detrimental to the setting of the Grade II listed Holy Trinity Church and the character and appearance of the Kingsway Conservation Area, contrary to policies D1 (Design), D2 (Heritage) 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 the National Planning Policy Framework.

The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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