

Application ref: 2025/0900/A
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Date: 1 May 2025

Development Management
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Dalcour Maclaren
30b The Courtyard
Galgorm Castle
Ballymena
BT42 1HL
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:
Outside Victory House
Kingsway (Opposite Wild Court)
London
WC2B 6EX

Proposal: Removal of an existing InLink Unit, and the deployment of a replacement Street Hub 3 unit with digital advertisement panels.

Drawing Nos: Planning Design and Access Statement, 24007221_PLN_SI_2.1, 24007221_PLN_EL_3.1, 24007221_PLN_LOC_1.1, BT Street Hub Unit Dimensions, Street Hubs Beyond Connection, Street Hub Anti-Social Behaviour Management Plan V3.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed advertisements, by virtue of their location, scale, prominence, method of illumination, would add harmful visual clutter, detrimental to the amenity of the streetscene and 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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer