

Application ref: 2025/0878/A  
Contact: Matthew Kitchener  
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Date: 2 May 2025

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
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WC1H 9JE

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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 No.124 Theobald's Road**  
**London**  
**WC1X 8RX**

Proposal: Removal of an existing InLink Unit, and the deployment of a replacement Street Hub 3 unit with 2 x digital screens.

Drawing Nos: Planning Design and Access Statement, 24006843\_PLN\_SI\_2.1, 24006843\_PLN\_LOC\_1.1, 24006843\_PLN\_EL\_3.1, 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 advertisement, by virtue of its location, scale, prominence, method of illumination, would add harmful visual clutter, detrimental to the amenity of the streetscene, contrary to policies D1 (Design) 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