

Application ref: 2025/1488/A
Contact: Fast Track GG
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Date: 21 May 2025

Development Management
Regeneration and Planning
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JCDcaux UK Ltd
991 Great West Road
BRENTFORD
MIDDLESEX
TW8 9DN

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 48 - 56 Kingsway
London
WC2B 6EP

Proposal: Display of an LCD digital advertising screen integrated within a telephone call box.

Drawing Nos: Site Plan & Images (x 9 pages); Covering Letter dated 26th March 2025 (x 4 pages); Appendix A 'In Focus Networks, LCD Telephony Network Detail' (x 7 pages); Appendix B 'Communication Hub, Unit Management Plan' (x 22 pages); Appendix C 'Existing and Proposed Units' (x 2 pages); Appendix D 'Sustainability Aims' (x 3 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 and method of illumination, would add harmful visual clutter, detrimental to the amenity of the streetscene and Kingsway Conservation Area, contrary to Policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the London Borough of 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 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