

Clear Channel UK Ltd  
33 Golden Square  
London  
W1F 9JT

Application Ref: **2011/2610/A**  
Please ask for: **David Glasgow**  
Telephone: 020 7974 **5562**

19 July 2011

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 Camden Town Hall  
Euston Road  
London  
WC1H**

Proposal:  
Display of a two sided illuminated advertising panel on side of bus shelter.  
Drawing Nos: 4BAY\_MS\_STD\_MK1A; 4BAY-MK1A-INSIGNIA; Location Plan; Photo Sheet

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

#### Reason(s) for Refusal

- 1 The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually intrusive and discordant element in the streetcene failing to preserve and enhance the character and appearance of the King's Cross conservation area and harming the setting of the adjacent Grade II Listed Building, contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP24



(Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

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