

Outdoor Advertising Consultant
21 First Avenue
Acton
London
W3 7JP

Application Ref: **2010/5252/A**
Please ask for: **David Glasgow**
Telephone: 020 7974 **5562**

13 December 2010

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
1-11 Procter Street
London
WC1V 6DW

Proposal:
Display of internally illuminated (LED) digital poster advertising sign on road bridge elevation above Procter Street to office .

Drawing Nos: Site Location Plan; Section; Illumination; Elevation; Photo of Existing; Visual of Proposed; DigiLED d10 specifications

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

Reason(s) for Refusal

- 1 The advertisement hoarding, by virtue of its size, illumination, position on the building and visually prominent location, is considered to be harmful to the appearance of the host building, the streetscene and surrounding area, contrary to policy CS14 (promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and



policy DP24 (Securing high quality design) of the London Borough of Camden Local Development Framework Development Policies.

- 2 The advertisement hoarding, by virtue of its illumination, design using moving images, size and visually prominent location above a road, would be likely to distract drivers' attention on the approach to a busy signalled junction to the detriment of highway and pedestrian safety, contrary to Policy DP21 (development connecting to the highway network) of the London Borough of Camden Local Development Framework Development Policies.

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