

JC Decaux UK Ltd
Attn Mr Simon Barclay
991 Great West Road
BRENTFORD
TW8 9DN

Application Ref: **2008/0589/A**
Please ask for: **Sheri Waddell**
Telephone: 020 7974 **5815**

19 March 2008

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 Gower Street
Adjacent to 136 Gower Street
London
WC1E 6BP**

Proposal:
Display of internally illuminated advertisement panel on the public highway with scrolling advert on one side and council information on reverse.

Drawing Nos: Site Location Plan [OS extract]; Site Plan; and Specification of Szekley Design by JCDeaux (Street Equipment)

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 panel, by reason of its siting and location, would cause an obstruction and be disruptive to pedestrian flows on this footway, contrary to policies SD1 [Quality of life], B4 [Signs], T3 [Pedestrians] and T12 [Works affecting highways] of the London Borough of Camden Replacement Unitary Development



Plan 2006.

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