

Communications Infrastructure Advice
Arion
Duck End
Godmanchester
Cams
PE29 2LW

Application Ref: **2014/6078/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

24 November 2014

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
O/s of 221 Camden High Street
London
NW1 7BU

Proposal:

Display of 1 x internally illuminated advertisement on a public payphone.

Drawing Nos: Site Location Plan; Cover Letter dated 24/09/2014; 1 x photo; Infocus Telephone Kiosk with Advert Light box and Scimitar Outdoor Ultra Slim 6 Sheet - LED Light Box Unit fact sheets.

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

Reason(s) for Refusal

- 1 The proposed internally illuminated advertisement by reason of its location, size, appearance and method of illumination would result in additional visual clutter and would be detrimental to the unique character of the area and street scene contrary to Core Strategy Policy CS5 and CS14 and Development Planning Policies DP24 of Camden's Local Development Framework.
- 2 The proposed internally illuminated advertisement, by reason of its size, siting,



changes of display and illumination within an area of high pedestrian density and adjacent to the traffic would be detrimental to the highway, pedestrian and cyclist safety, contrary to Policy CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategies and DP21 (Development connecting to the highway network) of the London Borough of Camden Local Development Framework Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment