

Communications Infrastructure Advice
Arion
Duck End
Godmanchester
Cams
PE29 2LW

Application Ref: **2014/6117/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 106 Southampton Row
LONDON
WC1B 4PB

Proposal:
Display of 1 x non-illuminated advertisement on a public payphone.

Drawing Nos: Site Location Plan; Cover Letter dated 24/09/2014; 1 x photo.

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

Reason(s) for Refusal

- 1 The proposed non-illuminated advertisement by reason of its location, size, appearance and method of illumination, resulting in visual clutter would be detrimental to the character and appearance of the streetscene and wider conservation 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 policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies and Central Government guidance



contained within the National Planning Policy Framework (2012).

- 2 The proposed non-illuminated advertisement by obscuring the transparent panel of the telephone kiosk create opportunities for potential crime and antisocial behaviour, would be likely to distract drivers' and cyclists' attention on the approach to the traffic lights and reduces pedestrian visibility with respect to moving traffic along Southampton Row resulting in danger to members of the public contrary to policy CS17 (Making Camden a safer place) 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

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



Ed Watson
Director of Culture & Environment