

Comms Infrastructure
Arion
3 Duck End
Godmanchester
Huntingdon
Cambridgeshire
PE29 2LW

Application Ref: **2015/1982/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

8 May 2015

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
Pavement outside of 334-336 Gray's Inn Road
London
WC1X 8EE

Proposal:
Display of 1 x 6 sheet advertisement on a public payphone.
Drawing Nos: Cover Letter dated 31/03/2015; Site Location Plan; 1 x Photo; Detailed Signage Fact Sheet.

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 by reason of its location, size and appearance would add visual clutter to the streetscene to the detriment of the character and appearance of the conservation area contrary to Core Strategy 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 policy 67 of the National Planning Policy Framework (2012).



- 2 The proposed advertisement by virtue of its opacity and location would likely impair road users visibility and safety at the junction with Britannia Street, contrary to Policies CS11 (Promoting sustainable and efficient travel) and CS17 (Making Camden a safer place) of the London Borough of Camden Local Development Framework Core Strategies and Policy DP21 (Development connecting to the highway network) and DP24 (Securing high quality design) of the London Borough of Camden Local Development Framework Development Policies and policy 35 of the National Planning Policy Framework (2012).

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', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment