

Mr Martin Stephens  
991 Great West Road  
Brentford  
Middlesex  
TW8 9DN

Application Ref: **2015/3210/A**  
Please ask for: **Jagdish Akhaja**  
Telephone: 020 7974 **4899**

24 August 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:  
**St Giles Hotel**  
**Bedford Avenue**  
**London**  
**WC1B 3GH**

Proposal:  
Display of 1x digital display screen (6.0 x 39.8 metres) to Tottenham Court Road elevation at 1st and 2nd floor level.

Drawing Nos: A01031/02, A01031/04, A01031/05

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

#### Reason(s) for Refusal

- 1 The proposed digital sign, by reason of its size, siting, height and method of illumination would result in an overly dominant and incongruous addition which would be detrimental to the character and appearance of the host building, the streetscene, and Bloomsbury and Hanway Conservation Areas. The proposal is therefore contrary to policies CS5 (Managing the impact of growth and development) and 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.

- 2 The proposed digital sign, by reason of its size, siting, height and method of illumination close to a main road and junction, would be likely to distract pedestrians and road users to the detriment of highway and pedestrian safety, contrary to Policy CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategy and Policy 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



Ed Watson  
Director of Culture & Environment