

Mr Andrew Jordan
JCDecaux UK LTD
991 Great West Road
Brentford
Middlesex
TW8 9DN

Application Ref: **2015/5230/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

22 January 2016

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
**Bus Shelter opposite 99 Gower Street
London
WC1E 7JG**

Proposal:
Installation of double-sided structure to existing bus shelter no. 0107/4013 for display of digital screen and non illuminated static poster panel.
Drawing Nos: Site location plan 0107/4013 & Drawing Package Bus stop no: 0107/4013 pages 1-7

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

Reason(s) for Refusal

1 Reason for Refusal

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harming the setting of the opposite Grade II Listed Buildings with a detrimental impact on highway safety contrary to policies CS5 (Managing the



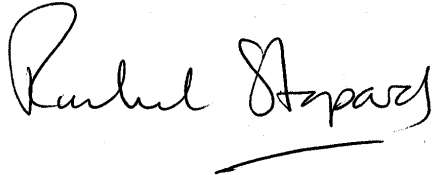
impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) 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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment