

Outdoor Plus Ltd
54 Baker Street
London
W1U 7BU

Application Ref: **2016/2888/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

11 August 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:

Land at St Giles Circus
126-136 Charing Cross Road
London WC2H 8NJ

Proposal:

Temporary display of internally illuminated LED display board signage (measuring 3m in height by 12m in width and 0.6m in depth) to Andrew Borde Street and Charing Cross Road elevation from 01/09/2016 to 23/05/2018.

Drawing Nos: Cover Letter (23/05/2016); [SKA-LOG-] 005 Rev06, 001 Rev06, 004 Rev05, 001A Rev01, 002 Rev06, 003A Rev01, 003 Rev06; [2651/] 001 Site A, 002 Site A, 003 Site A, 004 Site A, 005 Site A, 006 Site A.

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 proposed digital sign, by reason of its size, siting and method of illumination would result in an overly dominant addition which would be highly detrimental to the appearance and character of the streetscape and adjoining station building and



would fail to preserve or enhance the character or appearance of the Camden Town Conservation Area contrary to Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

2 Reason for Refusal:

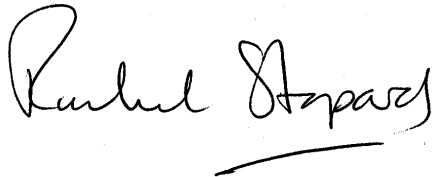
The proposed digital sign, by reason of its size, siting and method of illumination close to a road and busy junction, would be likely to distract driver's attention on the approach to Borde Street to the detriment of highway and pedestrian safety, contrary to Development Policies DP21(Development connecting to the highway network) of Camden's Local Development Framework and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

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
Executive Director Supporting Communities