

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

Application Ref: **2016/4259/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

24 January 2017

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:  
Display of 2x internally illuminated digital screens to existing bus shelter structure no. 0107/4013.  
Drawing Nos: Site location plan 0107/4013 and 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 The internally illuminated digital screens, by reason of their location, size, design and method of illumination, would be unduly dominant and visually obtrusive in the streetscene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harming the setting of the nearby Grade II Listed Buildings, 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.

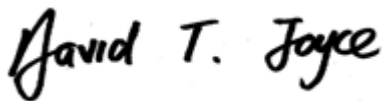
- 2 The internally illuminated digital screens, by reason of their location and size, would hinder the free flow of pedestrian movement by reducing the effective footway resulting in an unacceptable detrimental impact on highway safety and amenity contrary to policies CS5 (Managing the impact of growth and development) of the London Borough of Camden Local Development Framework Core Strategy as well as policies DP21 (Development connecting to the highway network) and 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

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Executive Director Supporting Communities