

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

Application Ref: **2016/4263/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 outside 2 Waterhouse Square
140 Holborn
London
EC1N 7RA**

Proposal:

Display of 2x internally illuminated digital screens to existing bus shelter structure no. 0107/0217 (Retrospective).

Drawing Nos: Site location plan 0107/0217 and Drawing Package Bus stop no: 0107/0217 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 Hatton Garden Conservation Area and harming the setting of the adjacent nearby Grade II* Listed Building, 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.

Informative(s):

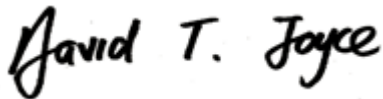
- 1 The display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. Under Section 225 of the Town and Country Planning Act, Section 10 of the London Local Authorities Act 1995 and Section 11 of the London Local Authorities Act 1995 the Council has powers to enter the land and remove the display. As such, the Council will commence action to secure the removal of the advertisement.

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