

JCDcaux UK Ltd  
FAO. Mr Mohamed Ahmed  
991 Great West Road  
Brentford  
Middlesex  
TW8 9DN

Application Ref: **2016/2462/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 Arthouse**  
**1 York Way**  
**London**  
**N1C 4AW**

Proposal:  
Installation of double-sided structure to existing bus shelter no. 0107/1011 for display of 2x internally illuminated digital screens.  
Drawing Nos:

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 of the area, contrary to policy CS5 (Managing the impact of growth and development) of the London Borough of Camden Local Development Framework Core Strategy; and policy DP24 (Securing high quality design) of the London Borough of Camden Local Development Framework Development Policies.



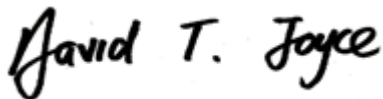
- 2 The digital screens by reason of their location and size would reduce visibility and sight lines which would have a detrimental impact on highway safety contrary to policy CS5 (Managing the impact of growth and development) of the London Borough of Camden Local Development Framework Core Strategy; and 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