

JCDecaux UK Ltd
FAO: Mr Nicholas Foxon
991 Great West Road
Brentford
Middlesex
TW8 9DN

Application Ref: **2016/3879/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

22 February 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:
Site outside 246 Tottenham Court Road
London
W1T 7QU

Proposal:
Installation of double-sided structure integral to new bus shelter to display 2x internally illuminated digital screens facing the highway and 2x internally illuminated poster panels facing the footway.
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 digital screens by reason of their number, location, size and method of illumination would be a harmful distraction at the junction which would not contribute to high quality streets and be detrimental to 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



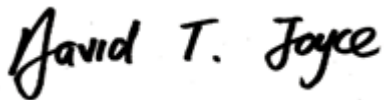
Development Policies.

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