

JCDcaux UK Ltd  
991 Great West Road  
Brentford  
Middlesex  
TW8 9DN

Application Ref: **2016/6868/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

27 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:  
**Bus shelter  
o/s 245 West End Lane  
London  
NW6 1XN**

Proposal:  
Installation of double-sided structure to existing bus shelter no. 0107/0103 to display 2x internally illuminated digital screens.

Drawing Nos: Site location plan 0107/0103 and Drawing Package Bus stop no: 0107/0103 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 West End Green Conservation Area, 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.

Informative(s):

- 1 Camden Local Plan Submission Draft 2016

The emerging Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ends on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

It should be noted that in relation to this application there are no material differences between the council's policies adopted in 2010 and the emerging Camden Local Plan due to be adopted in 2017. The submission draft is a material consideration in planning decisions. At this stage the Plan has some weight in decision making and is a statement of the Council's emerging thinking. The relevant emerging policies are:

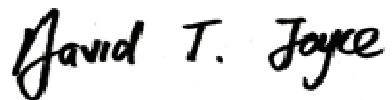
A1 - Managing the impact of development  
C4 - Safety and security  
C5 - Access for all  
D1 - Design  
D2 - Heritage  
D4 - Advertisements  
T1 - Prioritising walking, cycling and public transport

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