

Mr Martin MacNamara  
Vision Sites Advertising Limited  
Cerney House  
Stocks Hill  
Silverstone  
NN12 8UW

Application Ref: **2017/1987/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

30 June 2017

Dear Sir

## DECISION

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### Advertisement Consent Refused

Address:  
**77 Tottenham Court Road**  
**London**  
**W1T 2HG**

Proposal:

Display of an internally illuminated LED digital display board to Tottenham Street elevation at first floor level.

Drawing Nos: Supporting Statement (06/04/2017); [PP] 0001, 002, 003, 004, 005, 006, 007.

The Council has considered your application and decided to **refuse** advertisement consent for the following reasons:

#### Reasons for Refusal

- 1 The proposed internally illuminated LED digital display board, by reason of its large size and scale and inappropriate siting and method of illumination would appear incongruous and visually dominant, harming the character and appearance of the host building, streetscene and Charlotte Street Conservation Area and the setting of adjacent Grade II and Grade II\* listed buildings, contrary to Policies CS5 and CS14



of the London borough of Camden Local Development Framework Core Strategy; Policies DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies and Policies A1, D1, D2 and D4 of the Camden Local Plan Submission Draft 2016.

- 2 The proposed internally illuminated LED digital display board, by reason of its size, siting and method of illumination would distract drivers and other road users endangering pedestrian and highway safety, contrary to Policies CS5 and CS14 of the London borough of Camden Local Development framework Core Strategy; Policy DP21 of the London Borough of Camden Local Development Framework Development Policies and Policies A1 and D4 of the Camden Local Plan Submission Draft 2016.

Informatives:

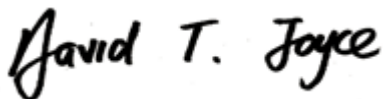
- 1 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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



David Joyce  
Director of Regeneration and Planning