

Infocus Public Networks Ltd
Fao. Mr Nathan Still
991 Great West Road
Brentford
TW8 9DN

Application Ref: **2017/5186/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

23 November 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:
Public Payphone
Outside 191 Tottenham Court Road
London
W1T 7LQ

Proposal:
Display of a 6 sheet internally (back lit) LED illuminated advertisement panel to south-eastern elevation of existing public payphone.

Drawing Nos: Site location plans (scales 1:200 & 1:1250); unnumbered site plan (identifying other illuminated signage in the locality); Advertisement Application Document (containing cover letter, Panel specification, LED lighting detail, Planning summary, and drawing nos. 01/2521 to 01/2529 inclusive).

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed illuminated advertisement panel by reason of its' location and illumination would be unduly dominant and visually obtrusive in the street scene, and harmful to the special architectural and historic interest of the adjacent Grade II*



listed building through the adverse effect on its' setting, and would fail to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and nearby Charlotte Street Conservation Area contrary to policies D1, D2 and D4 of the Camden Local Plan 2017.

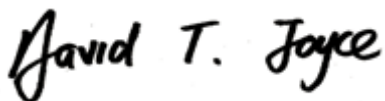
- 2 The proposed illuminated advertisement panel by reason of its' location and illumination would be a harmful distraction to drivers and other road users on the approach to the junction with a pedestrian crossing and be detrimental to highway and public safety contrary to policies D4 and T1 of the Camden Local Plan 2017.

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
Director of Regeneration and Planning