

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

Application Ref: **2017/5183/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

18 May 2018

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 297 Euston Road
London
NW1 3AQ

Proposal:
Display of a 6 sheet internally (back lit) LED illuminated advertisement panel to north-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 disruptive, adding visual clutter harmful to the prevailing character of the streetscene and wider Fitzrovia area,



contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017.

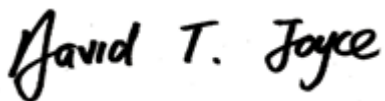
- 2 The proposed illuminated advertisement panel by reason of its location and illumination would be a harmful distraction to drivers and other road users, and so detrimental to highway and public safety, contrary to policies D4 (Advertisements) and T1 (Prioritising walking, cycling and public transport) of the Camden Local Plan 2017.
- 3 The proposed illuminated advertisement panel by reason of its location and illumination, would fail to reduce opportunities for crime and anti-social behaviour to the detriment of community safety and security, and compromise the safety of those using and servicing the payphone kiosk contrary to policy C5 (Safety and security) 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



David Joyce
Director of Regeneration and Planning