

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

Application Ref: **2017/5184/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

2 August 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 Adjacent to 144 Shaftesbury Avenue  
London  
WC2H 8HJ**

Proposal:

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

Drawing Nos: Panel Specs; LED Light Details; Planning Summary; Cover Letter ; 1 x Photo; Site Location Plan; Site Plan; [01/] 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529.

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

#### Reason(s) for Refusal

- 1 The proposed internally illuminated advertisement panel by reasons of its design, location and illumination, would be unduly dominant and visually disruptive, adding visual clutter harmful to the prevailing character of the streetscene and wider Seven Dials Conservation Area contrary to policies D1, D2 and D4.



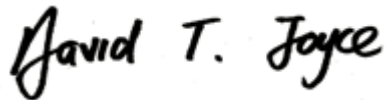
- 2 The proposed illuminated advertisement panel by reason of its' location and illumination, would fail to reduce opportunities for crime and anti-social behaviour to the detriment of community safety and security, and compromise the safety of those using and servicing the payphone kiosk contrary to 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

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