

Application ref: 2019/4918/A  
Contact: Josh Lawlor  
Tel: 020 7974 2337  
Date: 6 April 2020

**Development Management**  
Regeneration and Planning  
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Mr Richard Wilson  
New World Payphones  
33 Golden Square  
London  
W1F 9JT

Dear Sir/Madam

### DECISION

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

#### **Advertisement Consent Refused**

Address:  
**Telephone Kiosk outside 158-162 Kilburn High Road**  
**London**  
**NW6 4JD**

Proposal:  
Display of 1 x LCD illuminated digital advertisement panel to telephone kiosk.

Drawing Nos: Site location plan, PY3292/001 Rev D, New World Payphones Specification Document-rev-A, Cover Letter dated 30/06/2019, pre-planning advice letter from London Borough of Camden (Ref 2016/3367/PRE) dated 16/09/2016 and Various appeal decisions

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

#### Reason(s) for Refusal

- 1 The proposed advertisement, by virtue of its location, scale, prominence, and method of illumination, would add visual clutter, detrimental to the amenity of the area and wider streetscene, contrary to policies D1 (Design) and D4 (Advertisements) 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 paragraph 38 of the National Planning Policy Framework 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer