

Application ref: 2019/4928/A
Contact: Josh Lawlor
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Date: 7 April 2020

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Mr Richard Wilson
New World Payphones
33 Golden Square
London
W1F 9JT
United Kingdom

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
Pavement outside 216-217 Tottenham Court Road
London
W1T 7PT

Proposal:
Installation of 1 x telephone kiosk with display panel for digital advertisements.

Drawing Nos: PY3338/030, 216-217 Tottenham Court Road Location Plan, New World Pay Phones Specification Document-rev-A, Cover Letter dated 30/06/2019

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 conservation area and wider streetscene, contrary to policies D1 (Design), D2 (Heritage) 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:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer