

Application ref: 2019/4703/A
Contact: Joshua Ogunleye
Tel: 020 7974 1843
Date: 31 March 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

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
40 New Oxford Street
London
WC1A 1EP

Proposal:

Installation of replacement telephone kiosk incorporating advertisement display panel measuring 1.65m(h) x 0.92m(w).

Drawing Nos: Site location plan; PY3292/009 rev A; Cover letter from New World Payphones dated 30/07/2019; Specification document from New World Payphones (revision A); Pre-planning advice letter from London Borough of Camden (ref. 2016/3367/PRE) dated 16/09/2016; 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, and the surrounding Bloomsbury Conservation Area 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:

<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