

Application ref: 2019/4894/A  
Contact: Sofie Fieldsend  
Tel: 020 7974 4607  
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  
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:  
**Outside 23-24 Tottenham Court Road**  
**London**  
**W1T 1BJ**

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

Drawing Nos: Cover letter dated 30/7/19; Specification Document Rev.A; PY3340/032-rev A; and location plan.

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 wider streetscene, contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017.
- 2 The proposed advertisement, by virtue of its location, scale, prominence, and method of illumination, would introduce a distraction to traffic and pedestrians and obscure visibility of the traffic signals or any road signs near the junction with Stephen Street, causing harm to highway and public safety, contrary to TfL guidance, and to Local Plan Policies A1 (Managing the Impact of Development), D4 (Advertisements) and T1 (Prioritising walking, cycling and public transport).

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 'DP', is centered on the page.

Daniel Pope  
Chief Planning Officer