

Application ref: 2019/4410/A
Contact: Tony Young
Tel: 020 7974 2687
Date: 27 March 2020

Development Management
Regeneration and Planning
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Town Hall
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New World Payphones
Fao. Mr Richard Wilson
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:
Pavement outside 366 Gray's Inn Road
London
WC1X 8BE

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

Drawing Nos: Site location plan; Site plan (ref. PY3292/013); 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 conservation area, setting of listed building, and wider streetscene, contrary to policies D1 (Design), D2 (Heritage) 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 unnecessary street clutter and a distraction to pedestrians, harmful to 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 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer