

Application ref: 2019/4485/A  
Contact: Tony Young  
Tel: 020 7974 2687  
Date: 27 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](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

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 100 Southampton Row**  
**London**  
**WC1B 4BB**

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, settings of listed buildings opposite, 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 a distraction to traffic and pedestrians and obscure visibility of the traffic signals or any road signs located to the south, 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 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer