

Application ref: 2021/3106/A  
Contact: Tony Young  
Tel: 020 7974 2687  
Email: [Tony.Young@camden.gov.uk](mailto:Tony.Young@camden.gov.uk)  
Date: 18 November 2021

**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)

JC DeCaux.  
Fao. Mr. Martin Stephens  
991 Great West Road  
Brentford  
TW8 9DN

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**  
**29 Tottenham Court Road**  
**London**  
**W1T 7QP**

Proposal: Display of LCD advertisement display with static images on the side of new phone hub unit.

Drawing Nos: Site Maps and Visuals (A01598); Cover Letter from JCDecaux (ref. A01595-A01609) dated 30/04/2021; Appendices - JCD 1 (Pre-App Response and Appendix 1), JCD 2 (Existing Infocus Estate), JCD 3 (Proposed Hub Locations), JCD 4 (Hub Unit Detail and Examples), JCD 5 (Management Plan), JCD 6 (Camden Roadside Advertising Specification), JCD 7 (Sustainability Aims and Achievements), JCD 9 (Suggested Conditions), JCD 10 (Pavement Remediation).

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 and contribute to an over proliferation of illuminated signage, detrimental to the amenity of the streetscene and Fitzrovia East Neighbourhood Area, contrary to Policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017 and Part 3 (Vision and objectives) of the Fitzrovia Area Action Plan 2014.

- 2 The proposed advertisement, by virtue of its location, scale, prominence and method of illumination, would in combination with an existing freestanding digital display panel, introduce a distraction to traffic and pedestrians, causing harm to highway and public safety, contrary to Transport for London guidance, and to Policies A1 (Managing the Impact of Development), D4 (Advertisements) and T1 (Prioritising walking, cycling and public transport) 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 2021.

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