

Application ref: 2020/1479/A  
Contact: Tony Young  
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Date: 22 December 2021

**Development Management**  
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Mr Philip Koscién  
21 First Avenue  
Acton  
London  
W3 7JP

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### Advertisement Consent Refused

Address:

**Kiosk on pavement outside  
16/17 Tottenham Court Road  
London  
W1T 1AZ**

Proposal:

Display of non-illuminated poster panel sign (measuring 2.5m wide x 2m high x 0.3m deep) on rear elevation of kiosk.

Drawing Nos: Site location plan; 11-15-240/02; Cover letter from Mr. P. Koscién dated March 2020; Photo sheet (mock-up image).

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 and scale, resulting in a disproportionately large display area, would add visual clutter, detrimental to the amenity of the streetscene and wider Hanway Street Conservation and Fitzrovia East Neighbourhood Areas, contrary to Policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017 and Part 3 (Vision and objectives) of the Fitzrovia Area Action Plan 2014.

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