

Application ref: 2021/3151/A
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Development Management
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JC DeCaux
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 No
124 Theobalds Road
London
WC1X 8RX**

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

Drawing Nos: Site Maps and Visuals (A01608) and Camden's Digital Advertising Specification.

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 in combination with the display of a sequential series of digital advertisements, 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.
- 2 The proposed advertisement, by virtue of its location, scale, prominence, and method of illumination, with the display of a sequential series of digital advertisements, add visual clutter, detrimental to the amenity of the streetscene,

contrary to and policies D1 (Design), D2 (Heritage) and D4 (Advertisements) 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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer