Development Management
Regeneration and Planning
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Camden

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.
148 Holborn
London
EC1N 2NS

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, detrimental to the amenity of the streetscene and setting of the adjacent listed buildings and conservation area, contrary 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

Daniel Pope
Chief Planning Officer