

Application ref: 2021/4353/A  
Contact: Enya Fogarty  
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Date: 3 March 2022

**Development Management**  
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Mono Consultants Ltd  
Steam Packet House  
76 Cross Street  
Manchester  
M2 4JG

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 o/s 30 Tottenham Court Road**  
**Tottenham Court Road**  
**London**  
**W1T 1BX**

Proposal: Display of 1 x LCD illuminated digital advertisement panel to new phone hub unit.

Drawing Nos: 001; 002;003;004; Planning Statement and Design and Access Statement dated 29/07/2021; Professional Lighting Guide produced by ILP

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, forming a sequential series of static digital images with existing digital displays would 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, method of illumination, and proximity to other digital displays would add harmful visual clutter would add visual clutter, detrimental to the amenity of the streetscene, nearby conservation area and setting of the listed buildings 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 'DP', is positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer