

Application ref: 2021/4361/A
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Date: 7 March 2022

Development Management
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Mono Consultants Ltd
Steam Packet House
76 Cross Street
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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 220-224 Tottenham Court Road
Tottenham Court Road
London
W1T 7PZ

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, would add visual clutter, detrimental to the amenity of the streetscene, character and appearance of the wider Bloomsbury Conservation Area 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