

Application ref: 2021/4381/A
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Date: 7 March 2022

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Mono Consultants Ltd
Steam Packet House
76 Cross Street
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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 Warren Street Underground Station
Tottenham Court Road
London
NW1 3AA

Proposal: Display of 1 x LCD illuminated digital advertisement panel to new phone hub unit.
Drawing Nos: CAM010 _003B Proposed Site Plan, CAM010 _002A Existing Site Plan,
CAM010 _004A Existing and Proposed Elevations, CAM010 _001A Site Location Maps,
CAM010 Planning Statement

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, contrary to policies D1 (Design) 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:

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