

Application ref: 2021/0199/A  
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Date: 16 March 2022

**Development Management**  
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GEM Display Media Ltd  
43 Mayfield Road  
London  
N8 9LL

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### **Advertisement Consent Refused**

Address:  
**University College Hospital**  
**235 Euston Road**  
**London**  
**NW1 2BU**

Proposal:  
Display of digital advertising screen (designated display area measuring 12m high by 8m wide) on the north west splay corner of the Hospital building on junction between Euston Road and Tottenham Court Road (following replacement of curved section of glazed 'skin')

Drawing Nos: Site Location Plan; (1169\_30\_)01\_PL rev A, 02\_PL rev A (existing); (1169\_30\_)01\_PL rev A, 02\_PL rev A (proposed); VS250/02c and V250-3/02c (4 x proposed section drawings); E250 rev 05 (2 x proposed elevation drawings); HS250 rev 02C (2 x existing & proposed plans); Cover letter and statement from GEM Display (ref. UCLH-CAM001a) dated 01/07/2021; Digital screen details and specification from GEM Display; Presentation documents (from Llewelyn-Davies Architects); Various visualisation images and photographs; Noise Impact Assessment from Parker Jones Acoustics dated 27/05/2021; Air Purification Details (from GEM Display); Air Quality Monitoring Case Study (Airsan); ENS Air Purifier Technical Specification (Halfero) received 15/06/2021; ENS Clean Air Specification Sheet (Aufero ref. ENS-2018-Q3); Highways Statement from Bellamy Roberts (ref. ITR-5522/HS.2) dated November 2020; Addendum Report (ref. ITR/5522/AR.2) and Technical Note (ref. 5522) to Highways Statement from Bellamy Roberts dated 05/11/2021 and 23/12/2021 respectively; Letters responding to Bloomsbury CAAC (ref. UCLH/CAM003) and Transport for London (ref. UCLH/CAM002) comments from GEM Display received 05/11/2021.

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 size, siting, prominent location on the building and method of illumination, would add prominent visual clutter and appear as an incongruous and unduly dominant addition, which would have a harmful effect on the visual amenity of the host building, street scene, the wider Fitzrovia East Neighbourhood Area and the Fitzroy Square Conservation Area located opposite, 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.
- 2 The proposed advertisement, by virtue of its size, siting, prominent location on the building and method of illumination, would in combination with existing digital advertising signage located on the western side of the Euston Underpass, and its proximity to signalled controlled pedestrian crossings, introduce a distraction to traffic and pedestrians, causing harm to highway and public safety, contrary to Transport for London guidance, and Policies A1 (Managing the Impact of Development), D4 (Advertisements) and T1 (Prioritising walking, cycling and public transport) of the Camden Local Plan 2017.

Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate ([inquiryappeals@planninginspectorate.gov.uk](mailto:inquiryappeals@planninginspectorate.gov.uk)) at least 10 days before submitting the appeal. Further details are on GOV.UK.

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