

Application ref: 2021/3155/A  
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Date: 21 December 2021

**Development Management**  
Regeneration and Planning  
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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.  
58 Kingsway  
London  
WC2B 6EP**

Proposal: Display of LCD advertisement display with static images on the side of new phone hub unit.

Drawing Nos: Site Maps and Visuals (A01609); Cover letter dated 30th April 2021; Pre Application response by Camden Council dated 27/07/2020; List of existing and proposed kiosks; existing site locations; proposed site locations; Communication Hub Management Plan dated 1st October 2020 ; Camden Small format Digital Advertising Specification; Sustainability aims and achievements; suggested conditions and reasons and 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 area , the wider streetscene and the conservation area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017
- 2 The proposed digital advertising sign, due its location, scale and illumination within

close proximity to a pedestrian crossing and near a busy junction at Remnant Street would serve as a distraction to motorists and pedestrians and would have a detrimental impact on public safety and is therefore contrary to Policy A1 of the London Borough of 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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer