

Application ref: 2021/3135/A
Contact: Jennifer Dawson
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Date: 20 December 2021

Development Management
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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.
221 Camden High Street
London
NW1 7HG**

Proposal:

Display of LCD advertisement display with static images on the side of new phone hub unit.
Drawing Nos: Cover Letter JCDecaux 30/04/2021; JCD7 Sustainability aims and achievements; JCD9 Suggested conditions and reasons; JCD10 Pavement remediation; A01602 Site maps and visuals; Appendix JCD2 Existing site locations; Appendix JCD3 Proposed Site Locations; Appendix JCD4 - Communication Hub Proposals Hub Unit Detail; Schedule 1 London Borough of Camden Small Format Digital Advertising Specifications; Communication HUB Unit Management Plan V1 October 2020.

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, method of illumination, resulting in a sequential series of static digital images due to proximity to an existing kiosk would add visual clutter and contribute to an over proliferation of illuminated signage, detrimental to the amenity of the streetscene and the setting of adjacent Camden Town Conservation Area, contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017.
- 2 The proposed advertisement, by virtue of its location, scale, prominence, and

method of illumination, 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.

Informative(s):

1

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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer