

Application ref: 2021/5508/A
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 16 November 2022

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

JCDecaux
Fao. Mr Nicholas Foxon
991 Great West Road
Brentford
LONDON
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:
Bus Shelter outside 202 Haverstock Hill
London
NW3 2AG

Proposal: Display of a single sided, internally illuminated digital screen to the inward face of an existing bus shelter structure (Site J).

Drawing Nos: Site and location plans; Bus shelter and digital panel technical specifications; Cover letter and appendices A and B from JCDecaux (ref. A01740-41) dated 02/11/2021.

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 location, scale, prominence, orientation and method of illumination, would be an incongruous addition resulting in harmful visual clutter, detrimental to the amenity of the locally listed setting and wider streetscene, and fail to preserve the character and appearance of the adjacent Belsize Conservation Area located directly opposite, contrary to policies D1 (Design), D2 (Heritage) 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:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

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

Daniel Pope
Chief Planning Officer