

Application ref: 2021/5494/A  
Contact: Fast Track TY  
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Date: 16 November 2022

**Development Management**  
Regeneration and Planning  
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JCDcaux  
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 191 Haverstock Hill**  
**London**  
**NW3 4QG**

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

Drawing Nos: Site and location plans; Bus shelter and digital panel technical specifications; Cover letter and appendices A and B from JCDcaux (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 Belsize Conservation Area, 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 positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer