

Application ref: 2023/2711/A
Contact: Blythe Smith
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Date: 18 March 2024

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

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planning@camden.gov.uk
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Simpatico Town Planning
33 Musk Lane West
Lower Gornal
DY3 2UJ

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
46 Camden High Street
London
Camden
NW1 0JH

Proposal: Temporary display (for 12 months) of hand painted community mural.

Drawing Nos: Design Statement; Location Plan; 46 Camden High Street Revised;
Elev01.a

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 reason of its size, scale and prominence in the streetscene, would result in an inappropriate and visually dominant addition which would cause harm to the character and appearance of the host building and streetscene, contrary to policies A1, D1, D2, and D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 n/a

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 2023.

You can find advice about your rights of appeal at:

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

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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