

Application ref: 2024/2888/A  
Contact: Fast Track GG  
Tel: 020 7974 2047  
Email: [Geri.Gohin@camden.gov.uk](mailto:Geri.Gohin@camden.gov.uk)  
Date: 5 September 2024

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

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

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:  
**48 Chalk Farm Road**  
**London**  
**NW1 8AJ**

Proposal:  
Display of hand-painted advertisements (HPA) on side elevation.

Drawing Nos: Site Location Plan; Elevation Plan; "Green Credentials 2024 - Global Street Art" (x 10 pages); Appendices (x 4 pages); Design and Access Statement (submitted as part of 2023/0530/A) dated 3rd February 2023; Design and Access Statement dated 11th July 2024.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

#### **Reason(s) for Refusal**

- 1 The proposed hand painted advertising displays, by reason of their size, scale, design and location, would appear as intrusive overly commercial features that would harm the character and visual amenity of the street setting and locality. The displays are considered to be an unsympathetic and unacceptable form of development that would be detrimental to the special identity, character and appearance of the Camden Town streetscape, harming the amenity of the area contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017.

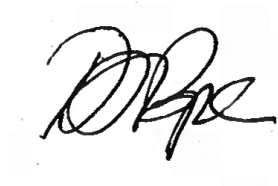
In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes clear policies and guidance to assist applicants, and also offers a pre-application service.

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 written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer