

Application ref: 2024/5093/A  
Contact: Fast Track AM  
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Date: 29 January 2025

**Development Management**  
Regeneration and Planning  
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Simpatico Town Planning  
33 Musk Lane West  
Lower Gornal  
Dudley  
West Midlands  
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:  
**49 Chalk Farm Road**  
**London**  
**NW1 8AN**

Proposal: Display of hand painted mural advertisement on the Chalk Farm Road and Ferdinand Street elevations

Drawing Nos: Site Location Plan; Elevation Plan that includes extent of artwork and advert;  
Design Statement dated 20 November 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 mural advertisement, by reason of its size, scale, and prominence in the streetscene, would constitute an inappropriate and visually dominant addition, detrimental to the character and visual amenity of the host building and wider streetscene. It would also harm the setting of the adjacent Regent's Canal Conservation Area and Grade II\* listed Stables Market, 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 the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning

Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice 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 positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer