

Application ref: 2025/1410/A  
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Date: 21 May 2025

**Development Management**  
Regeneration and Planning  
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Metropolis Planning  
20-22 Wenlock Road, Suite LP59350  
London  
N1 7GU

Dear Sir/Madam

## DECISION

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

### Advertisement Consent Refused

Address:  
**Site 5 - Pavement The Quay**  
**Hawley Wharf**  
**London**  
**NW1 8NX**

Proposal: Replace the existing signage within the totem with double-sided 55inch digital LED screens.

Drawing Nos: 3203-D1005-Rev01, 3203-D2150-Rev01, 3203-D2000-Rev01, Planning Statement.

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 and method of illumination, would add harmful visual clutter, detrimental to the amenity of the streetscene and the Regents Canal Conservation Area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

#### Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate ([inquiryappeals@planninginspectorate.gov.uk](mailto:inquiryappeals@planninginspectorate.gov.uk)) at least 10 days before submitting

the appeal. Further details are on GOV.UK.

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