

Application ref: 2025/1411/A
Contact: Matthew Kitchener
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Date: 21 May 2025

Development Management
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Metropolis Planning
20-22 Wenlock Road, Suite LP59350
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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 6 - Pavement Torbay Lane
Hawley Road
Hawley Wharf
London
NW1 8NX

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

Drawing Nos: 3203-D1006-Rev01, 3203-D2160-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, contrary to policies D1 (Design), 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) 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 written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer