

DayLite LED Ltd
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Application Ref: **2013/0142/A**
Please ask for: **David Peres Da Costa**
Telephone: 020 7974 **5262**

31 May 2013

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
62 Hampstead Road
London
NW1 2NU

Proposal:
Display of 1 x internally illuminated LED poster panel on Drummond Street elevation of existing building.
Drawing Nos: Site location plan; SL/013.0089/RH; PY1898 - 001.

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

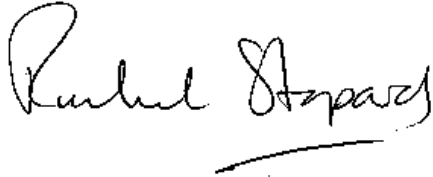
Reason(s) for Refusal

- 1 The LED digital display panel; by reason of its size, prominent location at first floor level and method of illumination would result in visual clutter on the host property thereby impacting detrimentally on the surrounding area as a whole, contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camdens Local Development Framework Core Strategy 2010, as well as Policy DP24 (Securing High Quality Design) of Camden's Local Development Framework Policies 2010.



Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment

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It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our online survey at the following website address: www.camden.gov.uk/dmfeedback. We will use the information you give us to help improve our services.