

Brecher
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Application Ref: **2012/3389/A**
Please ask for: **Richard Black**
Telephone: 020 7974 **4282**

22 August 2012

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
174 Camden High Street
London
NW1 0NE

Proposal:
Display of advertisement shroud on scaffolding from first to second floor on west elevation for a 5 month period from 2 July 2012 and 30 November 2012.

Drawing Nos: Drawing No(s) (Prefix WE) 01, 02, 03, 04, 05, 07, 09; Letter from Brecher Solicitors 27.06.12; Supporting Statement from Brecher Solicitors 27.06.12; letter from Titchfield Group 14.02.11; 2 no. email correspondence from Ashley Smart 15.07.11 at 10:29:42hrs and 29.07.11 at 12:25:03hrs.

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

Reason(s) for Refusal

- 1 The continued display of the scaffold shroud with advertising, by virtue of its excessive size, position on the building and visually prominent location results in an overtly dominant addition, which is harmful to the character and appearance of the host building, streetscene and the Camden Town Conservation Area. The proposal



is therefore contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 You are advised that this matter has been referred to the council's Enforcement Team.

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