

Mr Keith Miller
BlowUP Media UK Ltd
The Media Centre
6th Floor, 3 - 8 Carburton Street
London
W1W 5AJ

Application Ref: **2011/5470/A**
Please ask for: **Connie Petrou**
Telephone: 020 7974 **5117**

22 December 2011

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
**11-13 CAMDEN HIGH STREET
LONDON
NW1 7JE**

Proposal:
Display of externally illuminated scaffold shroud with advertising for a temporary period until 30 June 2012 (renewal of 2010/2568/A).
Drawing Nos: Drawing 003.

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

Reason(s) for Refusal

- 1 Insufficient justification has been provided that the proposed illuminated shroud advertisement is required to conceal current building works at this site. On this basis there is no justification for the temporary advert which by virtue of its size, location and means of illumination would have a detrimental visual impact on the character and appearance of the building, the streetscene and the Camden Town Conservation Area, contrary to Policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of London Borough of Camden Local Development Framework Core



Strategy and Policies DP24 (Securing high quality design) and DP25 (Conserving Camden's heritage) of London Borough of Camden Local Development Framework Development Policies.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444