

Mr Matt Swindles
The Met Building
22 Percy Street
London
W1T 2BU

Application Ref: **2011/5636/A**
Please ask for: **John Nicholls**
Telephone: 020 7974 **2843**

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 and Warning of Enforcement Action to be Taken

Address:
West Hampstead Station
West End Lane
London
NW6 2LJ

Proposal:
Display of 1x internally illuminated advertisement (billboard) measuring 6.0m x 3.0m on the east side of West End Lane, following removal of existing advertisement (billboard).
Drawing Nos: Site location plan; 101A; 101B

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

Reason(s) for Refusal

- 1 The size and siting of the proposal advert hoarding would be such that it would be unduly dominant, and therefore harmful to the amenity of the local area and therefore is 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), DP25 (Conserving Camden's heritage) and DP26 (Managing the impact of development on occupiers



and neighbours) of London Borough of Camden Local Development Framework Development Policies.

Informative(s):

1 ENFORCEMENT ACTION TO BE TAKEN

The Director of Culture and Environment will instruct the Head of Legal Services to issue a Discontinuance Notice alleging a breach of planning control.

Reason: The use of the site for the display advertising hoardings and all associated fixture and fittings are considered to cause substantial injury to the amenity of the locality and be visually harmful, having no respect for the height of the adjacent building. It does not contribute to the public realm, and has a detrimental impact on the surrounding area. The advertising hoarding display is contrary to Policies DP24 and DP25 of Camden's Development Policies, adopted 2010.

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