

Mr Richard Moseley
Plakativ Media Ltd
Smithfield Business Centre
5 St John's Lane
London
EC1M 4BH

Application Ref: **2010/4028/A**
Please ask for: **Aysegul Olcar-Chamberlin**
Telephone: 020 7974 **6374**

22 September 2010

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 Prosecution Action to be Taken

Address:
187 Camden High Street
London
NW1 7JY

Proposal:
Continued display of illuminated hoarding (12m x 8m) on scaffolding on Parkway elevation for a temporary period until 30th November 2010.

Drawing Nos: Site Location Plan; ADS-00013-(pl)-010 01; ADS-00013-(pl)-011 01; Existing Front Elevation (as proposed); Existing Side Elevation (as proposed); and Flood Light Specifications.

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

Reason(s) for Refusal

The proposed advertisement hoarding, by reason of its size, location and extent of projection is detrimental to the character and appearance of the host property and surrounding Camden Town Conservation Area, contrary to policies B4b (Advertisements and signs) and B7 (Conservation Areas) of the London Borough of Camden Replacement Unitary Development Plan 2006; to policies CS1 (Distribution



of growth), CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Core Strategy Development Plan Document 2010; and to policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage), DP26 (Managing the impact of development on occupiers and neighbours) and DP30 (Shopfronts) of the London Borough of Camden Development Policies Development Plan Document 2010.

Informative:

- 1 The refusal of this application will be reported to the Head of Legal Services to pursue a prosecution and / or serve a Section 10/11 Notice under the London Local Authorities Act to ensure the removal of the shroud.

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