

MBH Partnership
First Floor Office
3 Trinity Street
Stratford Upon Avon
Warwickshire
CV37 6BL

Application Ref: **2010/3498/A**
Please ask for: **Max Smith**
Telephone: 020 7974 **5114**

26 August 2010

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
115-119 Camden High Street
London
NW1 7JS

Proposal:
Display of twelve projecting signs at first floor level and 3 wall mounted board signs at ground floor level at existing shop (Class A1)

Drawing Nos: 6762/08; 09;

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

Reason for Refusal

- 1 The proposed signs, by reason of their size, location and cumulative impact, would result in the addition of unacceptable visual clutter to this prominent corner building to the detriment of the appearance of the building and the character and appearance of the Camden Town Conservation Area contrary to policies B1 (General design principles), B4b (Advertisements and signs) and B7 (Conservation Areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.



Informative:

- 1 You are reminded that the display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. The existing signage on the building above fascia level must be removed.

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