

Miss Pamela Brinkworth  
6 Ellsworth Street,  
Bethnal Green,  
London,  
E2 0AX

Application Ref: **2009/2562/A**  
Please ask for: **John Sheehy**  
Telephone: 020 7974 **5649**

30 October 2009

Dear Sir/Madam

## DECISION

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

### Advertisement Consent Refused

Address:  
**287 Camden High Street**  
**London**  
**NW1 7BX**

Proposal:  
Retention of an externally illuminated fascia sign to cover the entire front elevation of the existing shop.

Drawing Nos: 1807 E100; C401 F; C401.1 F; C401.2 G; C408 "Shopfront fascia" and "Pekmet details"; C408 "Shopfront elevation", ground and first floor shopfront plan, sections BB and AA and "Pekmet details".

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

#### Reason(s) for Refusal

- 1 The signage, by virtue of its size, height and method of illumination is considered to be overbearing, hostile and out of character with the surrounding area and detrimental to the character and appearance of the adjoining Regents Canal Conservation Area. This is contrary to policies B4 (Advertisements and signs) and B7 (Conservation Areas [setting]) of the London Borough of Camden Replacement Unitary Development Plan 2006.



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