

Inspiral Lounge
44 York Rise
London
NW5 1SB

Application Ref: **2009/1543/A**
Please ask for: **Hannah Parker**
Telephone: 020 7974 **6805**

2 July 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:
250 Camden High Street
London
NW1 8QS

Proposal:
Display of two externally illuminated fascias, internally illuminated projecting sign, roof mounted hoarding and illuminated wall mounted sign to retail unit.

Drawing Nos: Site location plan; 1; 2; 3; 4; 5; 6; 7; 8; 9; 10;

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

Reason(s) for Refusal

- 1 The cumulative impact of the signage, due to its extent and visual prominence, would have a cluttered and disorderly appearance to the detriment of the character and appearance of the Regents Canal Conservation Area and the setting of the adjacent grade II listed bridge. As such, the proposal is contrary to policies B4, B6 and B7 of the London Borough of Camden Replacement Unitary Development Plan 2006.



Informative(s):

- 1 The display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. Under Section 225 of the Town and Country Planning Act, Section 10 of the London Local Authorities Act 1995 and Section 11 of the London Local Authorities Act 1995 the Council has powers to enter the land and remove the display. As such, the Council will commence prosecution/action to secure the removal of the advertisements.

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