

Icewit Design Ptn
148 Battersea Business Centre
103-109 Lavender Hill
LONDON
SW11 5QL

Application Ref: **2008/0547/A**
Please ask for: **Cassie Plumridge**
Telephone: 020 7974 **5821**

17 March 2008

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

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

Advertisement Consent Refused

Address:

120 Parkway

London

NW1 7AN

Proposal:

Temporary display of externally illuminated hoarding (50m x 5m) on scaffolding.

Drawing Nos: Site Plan 8873/PL-05; 8873/EX-01; SK-01-31/01/08.

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

Reason(s) for Refusal

- 1 The hoarding, by reason of size, siting and prominent location, would be detrimental to character and appearance of the street scene and the surrounding conservation area contrary to policies B1 (General Design Principles), B4 (Shop fronts, advertisements and signs) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006, the Camden Planning Guidance 2007 and Camden Town Conservation Appraisal.



Informative(s):

- 1 It is noted that the sign has been removed from the site. If the sign is reinstated and displayed in contravention of the regulations the Council will commence prosecution proceedings under section 224 of the Town & Country Planning Act 1990.

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