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Planning Dept  
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Clear Channel UK Ltd  
33 Golden Square  
LONDON  
W1F 9JT

Application Ref: **2006/5128/A**  
Please ask for: **Hugh Miller**  
Telephone: 020 7974 2624

31 January 2007

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) Regulations 1992

### Advertisement Consent Refused

Address:  
**Railway Bridge**  
**(North & South Faces)**  
**Chalk Farm Road**  
**London**  
**NW1 8AA**

Proposal:  
Display of 2 x internally illuminated poster panels on north and south facades of overhead rail bridge.  
Drawing Nos: Site Location Plan; Existing View Of Northside; Proposed View Of Northside; Existing Elevation Northside; Proposed Elevation Northside; Existing View Of Southside; Proposed View Of Southside; Existing Elevation Southside; Proposed Elevation Southside

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

#### Reason(s) for Refusal

- 1 The proposed internally illuminated signs by reason of their design, size and location would be unduly prominent detracting from the architectural integrity of the bridge structure and the character and appearance and of the streetscene and the wider conservation area, contrary to policies B4B (Advertisements and signs) and B7



(Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006 and Camden Planning Guidance 2006.

- 2 The proposed internally illuminated signs by reason of their size, location and method of illumination would result in unacceptable light pollution to nearby habitable room windows to the detriment of residential amenity contrary to policies SD6 (Amenity for occupiers and neighbours), SD7 (Light, noise and vibration pollution) of the London Borough of Camden Replacement Unitary Development Plan 2006 and Camden Planning Guidance 2006.
- 3 The proposed internally illuminated signs by reason of their size, location and method of illumination would distract motorists to the detriment of highway safety contrary to policy T12 (Works affecting highways) of the London Borough of Camden Replacement Unitary Development Plan 2006.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

*Robert Scawfield*

Culture and Environment Directorate  
(Duly authorised by the Council to sign this document)

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