

Mr Martin Stephens  
JC Decaux UK Ltd  
991 Great West Road  
Brentford  
TW8 9DN

Application Ref: **2006/5533/A**  
Please ask for: **Kiran Chauhan**  
Telephone: 020 7974 5117

29 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:  
**Junction of Kentish Town Road/Regis Road**  
**London**  
**NW5 2TJ**

Proposal:  
Display of a static internally illuminated 4m x 3m freestanding sign at the junction of Kentish Town Road and Regis Road.  
Drawing Nos: Site Location Plan; 01 Photo Sheet; Technical Description 08439; 08440; 08441; 08442; letter dated 26.1.07 from agent.

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

#### Reason(s) for Refusal

- 1 The proposed sign, by reason of the internal method of illumination proposed at a high level, would be detrimental to the visual amenity of the area contrary to policy B4 (Advertisements and signs) of the London Borough of Camden Replacement Unitary Development Plan 2006 and Camden Planning Guidance 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

A handwritten signature in black ink, appearing to read "Robert Scowfield". The signature is written in a cursive style with some loops and flourishes.

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