

Mr Habibul Haque  
67a Camden High Street  
London  
NW1 7JL  
United Kingdom

Application Ref: **2014/2081/A**  
Please ask for: **Tessa Craig**  
Telephone: 020 7974 **4546**

9 June 2014

Dear Sir/Madam

## **DECISION**

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

### **Advertisement Consent Refused and Warning of Enforcement Action to be Taken**

Address:  
**A Ahmed & Co**  
**67Camden High Street**  
**London**  
**NW1 7JL**

Proposal:  
1.no illuminated projecting sign

Drawing Nos: Front Elevation, Details of Sign, Site Location Plan

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

#### **Reason(s) for Refusal**

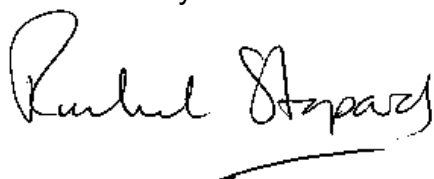
- 1 The advertisement by reason of its size, siting, design and illumination are considered to be harmful to the character and appearance of the host building and the surrounding streetscene. This is contrary to policies CS14 (Promoting High quality places and conserving our heritage) and DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the Local Development Framework Core Strategy and Development Policies.



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 enforcement action to secure the removal of the advertisement.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard  
Director of Culture & Environment

It's easy to make, pay for, track and comment on planning applications on line. Just go to [www.camden.gov.uk/planning](http://www.camden.gov.uk/planning).

It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.