

Popcorn Outdoor Ltd
64 Charlotte Street
London
W1T 4QD

Tel 020 7974 4444
Textlink 020 7974 6866

planning@camden.gov.uk
www.camden.gov.uk/planning

Application Ref: **2014/4625/A**
Please ask for: **Obote Hope**
Telephone: 020 7974 **2555**

10 September 2014

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
The Enterprise
2 Haverstock Hill
London
NW3 2BL

Proposal:
Display of illuminated advertisement banner (measuring 7m x 9m x 6m) between the first and second on the north elevation for temporary period until 31 December 2014.
Drawing Nos:

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

Reason(s) for Refusal

- 1 The proposed advertising banner, by virtue of its size, position and prominent location, would harm the character and appearance of the host building and wider streetscene, contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of London Borough of Camden Local Development Framework Core Strategy and policy DP24 (Securing high quality design) of London Borough of Camden Local Development Framework Development Policies.

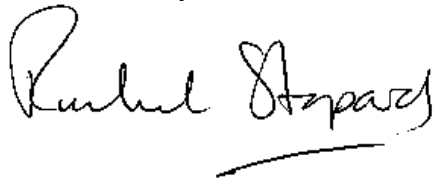


In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

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

Rachel Stopard
Director of Culture & Environment