

Popcorn Outdoor Ltd
64 Charlotte Street
London
W1T 4QDApplication Ref: **2014/4624/A**
Please ask for: **Tessa Craig**
Telephone: 020 7974 **4546**

8 September 2014

Dear Sir/Madam

DECISIONTown and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007**Advertisement Consent Refused**Address:
The Camden Head
100 Camden High Street
London
NW1 0LUProposal:
Display of hoarding sign to front elevation

Drawing Nos: Ordnance Survey, CAM1.2, CAM 2.1.

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

Reason(s) for Refusal

- 1 The proposed advert, by virtue of its excessive size, position on the building, visually prominent location and method of illumination would result in an overtly dominant addition, which is harmful to the character and appearance of the host building and the visual amenity of the streetscene, contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policy DP24 (Securing high quality design) of the



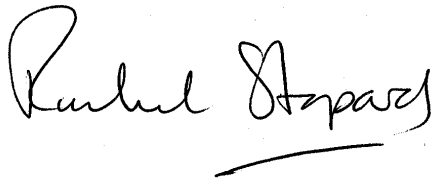
London Borough of Camden Local Development Framework Development Policies.

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