

Phil Koscienc  
21 First Avenue  
London  
W3 7JP

Application Ref: **2014/4143/A**  
Please ask for: **Carlos Martin**  
Telephone: 020 7974 2717

20 August 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:  
**Oxford Arms PH**  
**265 Camden High Street**  
**London**  
**NW1 7BU**

Proposal: Display of temporary externally-illuminated scaffold shroud advertisement.

Drawing Nos: PY2043/003 B; -005 C; -006 C; -007 A; -008 A; -010 B; -011 B; -012 B; & -013 A.

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



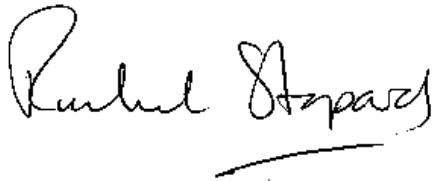
London Borough of Camden Local Development Framework Development Policies.

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.

Rachel Stopard  
Director of Culture & Environment