

Ms Moya Malekin
Arkwright Road
London
NW3 6DG

Application Ref: **2014/4069/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

8 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:
Camden Arts Centre
Arkwright Road
London
NW3 6DG

Proposal:
Display of 1 x non-illuminated freestanding three panel poster board and information display board both fronting Finchley Road.
Drawing Nos: Site Location Plan; 3 x photos; 3 x photo montage; single sign specifications.

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

Reason(s) for Refusal

- 1 The proposed non illuminated advertisements, by reason of their prominent location, size and cumulative impact when considered alongside the existing advertisements at the site, would result in visual clutter and harm to the setting of the listed building and the character and appearance of the conservation area contrary to Core Strategy Policy CS14 and Development Policies DP24 and DP25 of Camden's Local Development Framework.

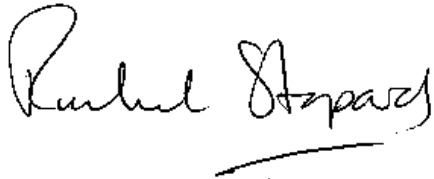


In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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