

Mailen Design
Unit G13
Screenworks
22 Highbury Grove
London
N5 2EF

Application Ref: **2014/5423/A**
Please ask for: **Obote Hope**
Telephone: 020 7974 **2555**

9 October 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:
102 Camden High Street
London
NW1 0LU

Proposal:
Display of 1 x externally illuminated fascia sign, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign.
Drawing Nos: 1410_PL001, 1410_PL002, 1410_PL003, 1410_PL004.

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

Reason(s) for Refusal

- 1 The proposed illuminated signs are all located above ground floor and by virtue of the combination of their prominent location, sizes and illumination would be detrimental to the visual amenity and character of the street-scene, resulting in visual clutter and undue visual intrusion on the host property, the street-scene and wider conservation area contrary to Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage), Development Policy DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of Camden's Local Development Framework.



- 2 The proposed illuminated signs at this level would, by virtue of the illumination and prominent locations in close proximity to residential flats will cause undue harm and disturbance to the residential amenity, contrary to Development Policy DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework.

Informative(s):

1

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



Ed Watson
Director of Culture & Environment