

King Media Management Ltd
16 Wetherby Gardens
London
SW5 0JP

Application Ref: **2014/3345/A**
Please ask for: **Hannah Parker**
Telephone: 020 7974 **3069**

16 July 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:
174 Camden High Street
London
NW1 0NE

Proposal: Continued display of 2 x externally illuminated PVC shrouds on Camden High Street and Bayham Street elevations of public house.

Drawing Nos: PY1956/003 Rev C; PY1956/004 Rev C; PY1956/005 Rev C; PY1956/006 Rev C; PY1956/007 Rev C; PY1956/008 Rev C; PY1956/009 Rev C; PY1956/010 Rev C; PY1956/011 Rev C; PY1956/012 Rev C; PY1956/013 Rev C; PY1956/014 Rev C; PY1956/015 Rev C; PY1956/016 Rev C.

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

Reason(s) for Refusal

- 1 The continued display of the scaffold shroud with advertising, 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, streetscene and the Camden Town Conservation Area. The proposal is therefore contrary to policies CS5 (Managing



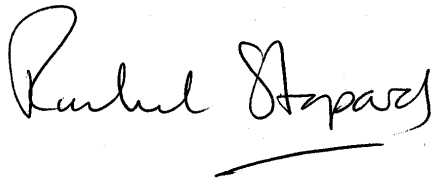
the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden 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