

Insite Poster Properties  
Barton Hall  
29 Gloucester Street  
Cirencester  
Gloucestershire  
GL7 2DJ

Application Ref: **2014/6692/A**  
Please ask for: **Obote Hope**  
Telephone: 020 7974 **2555**

8 December 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:  
**Flank elevation of Unit 13**  
**New College Court Finchley Road**  
**London**  
**NW3 5EX**

Proposal:  
The display of 1 x internally illuminated LED screen display hoarding to side elevation of flat, between the fourth and six floor.  
Drawing Nos: 002061/001, 002061/002, A0001.

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

#### **Reason(s) for Refusal**

- 1 The internally illuminated advertisement would by reason of its size, inappropriate design, prominent location between the 4th and 6th floor and method of illumination harm the character and appearance of the host building and streetscene contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010, as well as Policy DP24 (Securing High Quality Design) Camden's Local Development Framework Policies 2010.



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

A handwritten signature in black ink, appearing to read 'Ed Watson', with a stylized flourish at the end.

Ed Watson  
Director of Culture & Environment