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Application Ref: **2015/2036/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

26 May 2015

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### Advertisement Consent Refused

Address:  
**Site at 17a to 29 Kidderpore Avenue**  
**2-6 Platt's Lane and 328 to 338 Finchley Road**  
**London**  
**NW3 7ST**

Proposal:  
Temporary display of 16 x Barratt London flags measuring 255mm x 105mm to erected at 4.35m from ground level onto individual white poles along the boundary fence to Finchley Road, Platt's Land and Kidderpore Avenue elevations from 08/04/2015 to 11/12/2016.  
Drawing Nos: 2 x Photos; 809\_00\_02\_109; 809\_00\_07\_001.

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

#### Reason(s) for Refusal

1 Reason for Refusal:

The proposed flags and flag poles, by virtue of their size, location in close proximity to listed buildings and excessive number would harm the character and appearance of the streetscape, the Redington and Frognaal Conservation Area and the setting of adjacent/surrounding listed buildings. The proposal is therefore contrary to policies



CS5 (Managing the impact of growth and development), CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy and policies DP24 (Securing High Quality Design) and DP25 (Conserving Camden's Heritage) of Camden's 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 'Ed Watson', written in a cursive style.

Ed Watson  
Director of Culture & Environment