

Yiannis Pareas
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82 Mill Lane
London
NW6 1NL

Application Ref: **2014/7968/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

21 December 2015

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused and Warning of Enforcement Action to be Taken

Address:
**10 Highgate Road
London
NW5 1NR**

Proposal:
Display of 1 x externally illuminated fascia sign.
Drawing Nos: Planning Statement; Letter from Landlord (dated 15/05/2010); Site Location Plan; 586/1; 586/2.

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 externally illuminated fascia sign by reason of its bulk, design and location, harms the appearance of the host property, contrary to policy 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 DP30 (Shopfronts) of the London Borough of Camden Local Development Framework Development Policies.



Informative(s):

1 ENFORCEMENT ACTION TO BE TAKEN

The Director of Culture and Environment will instruct the Head of Legal Services to issue an Enforcement Notice alleging a breach of planning control.

Yours faithfully



Ed Watson
Director of Culture & Environment

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