

Mark Wilkinson
Infinity Outdoor
1st Floor
44 Charlotte Street
London
W1T 2NR

Application Ref: **2015/5487/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

15 January 2016

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:

**Former Town Hall Extension
Argyle Street
London
WC1H 9JE**

Proposal:

Temporary display of 1 x externally illuminated shroud and advertisement to Euston Road elevation from 01/01/2016 to 31/12/2016.

Drawing Nos: Camden Town Hall Annex Planning Report; Existing and Proposed Euston Road Elevations; Banner and Lights Fixing Details; Lighting Manufacturing Details; Scaffold, Shroud and Lights Elevations; Cover Letter (dated 28/09/2015); Chart of Works; Proposal Location Plan; Site Location Plan.

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

Reason(s) for Refusal

- 1 The proposed advert, by virtue of its excessive size, visually prominent location and method of illumination would result in an overtly dominant addition which would be harmful to the visual amenity of the streetscene, the character and appearance of the conservation area and the setting of the surrounding listed buildings, contrary to Camden's Local Development Framework Core Strategy policies CS5 (Managing



the impact of growth) and CS14 (Promoting high quality places and conserving our heritage), and Camden's Local Development Framework Development Plan policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage).

- 2 The proposed advert, by virtue of its size, illumination and prominent location, would cause undue distraction to vehicular traffic and pedestrians causing conditions which are prejudicial to highway and pedestrian safety, contrary to Development Policy DP21 (Development Connecting to the Highway Network) of Camden's Local Development Framework

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