

Mr Matt Swindles
The MET Building
22 Percy Street
London
W1T 2BU

Application Ref: **2015/6179/A**
Please ask for: **Barry Dawson**
Telephone: 020 7974 **3560**

1 February 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:
Adjacent to Camden Town Underground Station
Camden High Street
London
NW1 8QL

Proposal:
Installation of 1 x digital LED display screen (3.846m x 6.596m)
Drawing Nos: Site location plan; PY2365-003; PY2365-004; PY2365-005; PY2365-006;
D480017;

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

Reason(s) for Refusal

- 1 The proposed digital sign, by reason of its size, siting and method of illumination would result in an overly dominant addition which would detract from the appearance and character of the streetscape and adjoining station building and would fail to preserve or enhance the character or appearance of the Camden Town Conservation Area contrary to Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design), DP25 (Conserving



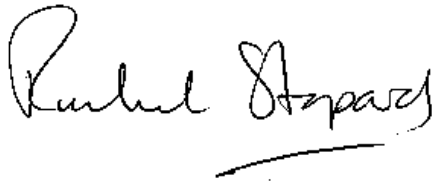
Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

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

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment