

Primesight Limited
The MET Building
22 Percy Street
London
W1T 2BU

Application Ref: **2016/3005/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

15 August 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 8NH**

Proposal:
Display of an internally illuminated LED digital display sign and mural surround.
Drawing Nos: Guidance for Digital Roadside Advertising and Proposed Best Practice (TfL);
Digital Display Benefits and Details of Proposed Usage; Advertising Safety Guidance Form
– ASGF; D480035; [PY2365] 001 RevA, 002 RevA, 003 RevA, 004 RevA, 005 Rev A.

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 virtue of its size, visually prominent location and method of illumination would result in an overtly dominant addition, which is harmful to the visual amenity of the streetscene, the adjoining station building and would fail to preserve or enhance the character and appearance of the conservation area contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London



Borough of Camden Local Development Framework Core Strategy; and DP24 (Securing high quality design) of the London Borough of Camden Local Development Framework Development Policies and DP25 (Conserving Camden's Heritage) and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

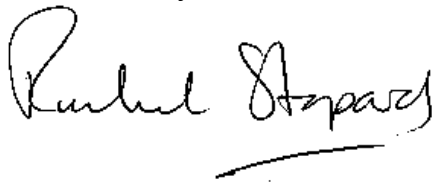
- 2 The proposed digital sign would, by virtue of the combination of size, illumination and prominent location cause undue distraction to vehicular traffic and pedestrians causing conditions which are prejudicial to highway and pedestrian safety, contrary to policy CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategy and 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

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

Rachel Stopard
Executive Director Supporting Communities