

DayLite LED Ltd  
1a Downside Road  
London  
SM2 5HR

Application Ref: **2016/1693/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

15 September 2016

Dear Sir/Madam

Town and Country Planning Act 1990 (as amended)  
**NOTIFICATION OF DECISION WHEN AN APPEAL HAS BEEN MADE**  
REFUSAL

Address:  
**Regina House**  
**124 Finchley Road**  
**LONDON**  
**NW3 5HT**

Proposal:  
Display of an LED internally illuminated digital advertisement sign

Drawing Nos: 1 x Photo; 15-1002; Proposed Front and Side Elevations.

The Council has considered your application and had an appeal not been made to the Secretary of State, would have refused Advertisement Consent for the following reason(s):

Reason(s) for Refusal

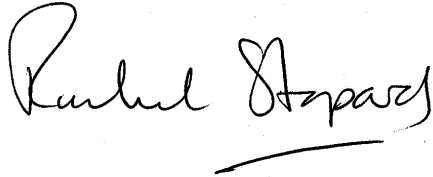
- 1 The LED internally illuminated digital advertisement sign, by virtue of its size and siting results in a visually dominant addition to the host building, harming the visual amenity of the Fitzjohn's & Netherhall Conservation Area and surrounding streetscene, contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010 and policy DP24 (Securing High Quality Design) of Camden's Local Development Framework Policies 2010.

Informative(s):



- 1 "The Notice that the Council intends to issue is a Section 10/11 Notice to ensure the advert hereby refused is altered or removed in order to comply with Council policies".

Yours faithfully

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

Rachel Stopard  
Executive Director Supporting Communities