

SR SIGNS LTD
Wortley Moor Lane
Wortley Leeds
LS12 4HX

Application Ref: **2016/5426/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

23 November 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:
224 Camden High Street
London
NW1 8QR

Proposal:

Display of internally illuminated sign (lettering and symbol) positioned on 2nd floor front elevation in connection with existing use as a public house.

Drawing Nos: Site location plan; THE ELEPHANTS HEAD. London. Star/Heineken.
29.2.16. 8344-Signs3KB Amend (25.8.16 LB).

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 internally illuminated advertisement by reason of its prominent location at second floor level would harm the character and appearance of the host building and street-scene contrary to Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage), Development Policy DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of Camden's Local



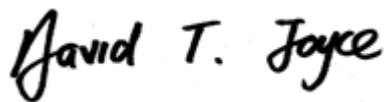
Development Framework.

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 that reads "David T. Joyce". The signature is written in a cursive style with a large initial 'D' and 'J'.

David Joyce
Executive Director Supporting Communities