

DayLite LED
Mr Sam Dayeh
1a Downside Road
Sutton
SM2 5HR

Application Ref: **2017/3770/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

5 September 2017

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
Tower Mansions
134-136 West End Lane
LONDON
NW6 1SB

Proposal:
Display of an internally illuminated LED digital display board measuring 4.5m in height by 3m in width.
Drawing Nos: Historic Agreement; Planning Statement (03/06/2017); Site Location Plan; Plan of Proposed Location; 2003 Photograph - 134-136 West End Lane; PY3151/001; PY3151/002.

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 proposed sign, by reason of its size, prominent location and method of illumination would have a dominate appearance which would be detrimental to the character and appearance of the host building, the streetscene and wider area,



contrary to policies A1 and D4 of the Camden Local Plan 2017.

2 Reason for Refusal

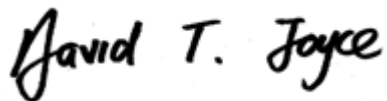
The proposed sign, by reason of its size, siting and method of illumination would be likely to distract drivers and other road users, endangering pedestrian and highway safety, contrary to policies A1 and D4 of the Camden Local Plan 2017.

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, slightly slanted style.

David Joyce
Director of Regeneration and Planning