

Des Ager Planning Consultant
1 Turner Cottages
33 Charterhouse Road
Godalming
GU7 2AG

Application Ref: **2017/6748/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

6 April 2018

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
18 Camden Road
LONDON
NW1 9DP

Proposal:
Display of an internally illuminated ATM surround.
Drawing Nos: Site location plan; Existing Elevation, Plan and Section; Proposed Elevation, Plan and Section; ATM Elevation, ATM Section; Design & Access Statement.

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

Reason(s) for Refusal

- 1 The proposed signage, by reason of its location and method of illumination, would obscure the shopfront and result in visual clutter, to the detriment of the special interest of the listed building and the adjoining parade of shopfronts, contrary to policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017.

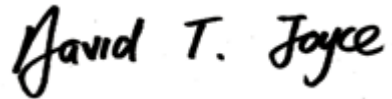


In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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