

Outdoor Plus Limited  
54 Baker Street  
London  
W1U 7BU

Application Ref: **2018/0744/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

15 May 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:  
**Jewish Community Centre**  
**341-351 Finchley Road**  
**London**  
**NW3 6ET**

Proposal:  
Display of 1 x internally illuminated wall-mounted advertisement screen on south facing flank elevation.

Drawing Nos: Planning Statement; [PY3300/] 001, 002, 003, 004, 005, 006, 007.

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

#### Reason(s) for Refusal

- 1 The proposed sign, by virtue of its size, design, prominent location and method of illumination would be detrimental to the character and appearance of the host building, the adjacent conservation area and the local environment generally, contrary to policies D1, D2 and D4 of the Camden Local Plan 2017.
- 2 The proposed sign, by reason of its size, siting and method of illumination would be



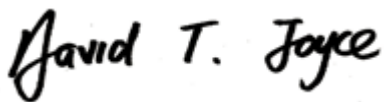
likely to distract drivers and other road users, endangering pedestrian and highway safety, contrary to Policies A1 and D4 of the Camden Local Plan 2017.

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