

SM Planning
80-83 Long Lane
London
EC1A 9ET

Application Ref: **2018/2159/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

13 June 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:
176 Camden High Street
London
NW1 8QL

Proposal: Display of an internally illuminated LED digital display screen (measuring 3m in height by 14.30m in width and 0.3m in depth) on the curved elevation above first floor windows.

Drawing Nos: TfL Road Safety Assessment; Covering Letter (09/05/2018); Design and Access Statement; 1; 2 rev01; 3 rev01; 4; 5; 6; 7 rev01; 8; 9.

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

- 1 The proposed advertisement, 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 conservation area, contrary to policy D4 of the Camden Local Plan 2017.

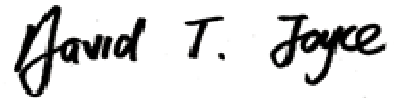
In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 style with a large 'D' and 'J'.

David Joyce
Director of Regeneration and Planning