

Application ref: 2018/3151/A  
Contact: Matthias Gentet  
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Date: 19 November 2018

**Development Management**  
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Guy Goodyear  
54 Baker Street  
London  
W1U 7BU

Dear Sir/Madam

### DECISION

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

#### Advertisement Consent Refused

Address:

**Land Adjacent to the Roundhouse Theatre on the corner of Chalk Farm Road and Regent's Park Road  
LONDON  
NW1 8EH**

Proposal:

Temporary display of an internally illuminated LED digital display board measuring 12.6m in width by 3.5m in height and 0.6m in depth sitting atop existing timber fence, on the corner of Chalk Farm Road and Regent's Park Road.

Drawing Nos: Planning Statement; [3146/] 001 revB, 002 revB, 003 revB, 004 revB, 005 revB, 006 revB, 007 revB, 008 revB, 009 revB, 010 revB, 011 revC.

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

#### Reason(s) for Refusal

- 1 The proposed internally illuminated LED digital screen would be bulky and overly dominant in the streetscene and would create visual clutter within the wider streetscape. Thus the proposal, by virtue of its size, design, location and method of illumination, would harm the character and appearance of the surrounding streetscene and the settings of the adjacent Regent's Canal Conservation Area and the Grade II\* listed Roundhouse Theatre. This would be contrary to policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017.
- 2 The proposed internally illuminated LED digital screen, by virtue of its size, design,

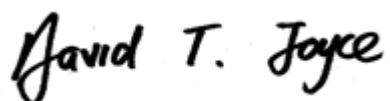
location and method of illumination, would create a safety hazard to pedestrians, cyclists and motorists using this junction, specifically those approaching it eastbound from Haverstock Hill and Adelaide Road and southbound from Crogsland Road. This would be contrary to policies A1 (Managing the impact of development), D4 (Advertisements) and T1 (Prioritising walking, cycling and public transport) 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 paragraph 38 of the National Planning Policy Framework 2018.

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