

Application ref: 2018/5339/A
Contact: Alyce Keen
Tel: 020 7974 1400
Date: 21 December 2018

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Mr Nicholas Simmons
44 Charlotte Street
London
W1T 2NR

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
373-375 Euston Road
London
NW1 3AR

Proposal:
Erection of a temporary advertisement shroud on the corner of Euston Road and Cleveland Street.
Drawing Nos: INFIN-1001-03 C; INFIN-1001-04 C

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

Reason(s) for Refusal

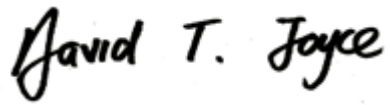
- 1 The proposed externally illuminated advertisement by reason of its size, siting and method of illumination would have a detrimental impact on the visual amenity of the locality, failing to preserve or enhance the character and appearance of the adjacent Conservation Areas, contrary to policy D4 (Advertisements) and D2 (Heritage) of the London Borough of Camden Local Plan.

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

David Joyce
Director of Regeneration and Planning