

Application ref: 2018/5142/A  
Contact: Matthias Gentet  
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Date: 21 December 2018

**Development Management**  
Regeneration and Planning  
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Mr Masters  
35 New Broad Street  
LONDON  
EC2M 1NH

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 on the corner of Juniper Crescent and Chalk Farm Road  
Adjacent to Morrisons' Petrol Filling Station  
Chalk Farm Road  
London  
NW1 8AA**

Proposal:

Display of a free standing non-illuminated traditional 48 sheet advertisement board measuring approximately 6m in width by 3m in height.

Drawing Nos: Design and Access Statement; [PY3403/] 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

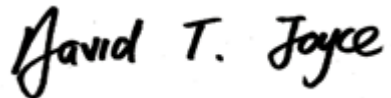
- 1 The proposed free-standing billboard, by virtue of its size and location would result in a dominant and incongruous structure in the streetscape that fails to preserve or enhance the character and appearance of the Regents Canal Conservation Area, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.
- 2 The proposed free-standing billboard, by virtue of its size and and location, would increase opportunities for crime and fail to create a safe and secure environment, contrary to policy C5 (Safety and security) 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 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 initial 'D' and 'J'.

David Joyce  
Director of Regeneration and Planning