

Application ref: 2018/4594/A  
Contact: Ben Farrant  
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Date: 21 February 2019

**Development Management**  
Regeneration and Planning  
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Mrs Kathleen Lawson  
183 York Way  
London  
N7 9LN

Dear Sir/Madam

## DECISION

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

### **Advertisement Consent Refused and Warning of Enforcement Action to be Taken**

Address:  
**183 York Way**  
**London**  
**N7 9LN**

Proposal:  
Display of 1 x externally illuminated fascia sign; non-illuminated mural painting to ground floor York Way and Camden Road elevations with associated external illumination (Retrospective)

Drawing Nos: Location Plan (unnumbered), Site Plan (unnumbered), 100-01, 1532-TP02 & 1532-TP04\_Rev.A

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

#### Reason(s) for Refusal

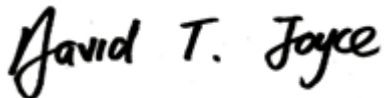
- 1 The display of the fascia sign and painted mural, by virtue of their material finish, scale, siting, design, and method of illumination result in dominant and incongruous features in the streetscape which fail to preserve or enhance the character and appearance of the Camden Square Conservation Area, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

- 1 You are advised that the application has been referred to the Local Planning Authority's Planning Enforcement team to consider further action

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.

Yours faithfully



David Joyce  
Director of Regeneration and Planning

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