

Application ref: 2019/0287/A
Contact: Matthias Gentet
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Date: 2 April 2019

Development Management
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Mr Matt Swindles
Primesight Limited
The MET Building
22 Percy Street
London
W1T 2BU

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
**Hoarding on the corner of
Hillgrove Road and Alexandra Road
London
NW6 4TJ**

Proposal: Display of a free standing internally illuminated 48 sheet LED digital advertising display sign.

Drawing Nos: Cover Letter (18/01/2019); ILP Professional Lighting Guide 2005; TfL Digital Roadside Advertising Guidance - Guidance for Digital Roadside Advertising and Best Practice 2013 (04/03/2013); D480048; [PY3433 -] 001 (Site Location Plans), 002, 003.

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 internally illuminated 48 sheet LED digital advertising display sign, by virtue of its size, design, location and method of illumination, taken together, would result in an overly large, visually dominant and incongruous fixture that would fail to preserve or enhance the character of the streetscape, contrary to policy D4 (Advertisements) 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 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer