

Application ref: 2019/1711/A
Contact: Matthew Dempsey
Tel: 020 7974 3862
Date: 15 September 2019

Development Management
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Miss Peri Carlson
39 Camden High Street
London
NW1 7JH

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:

**39 Camden High Street
London
NW1 7JH**

Proposal:

Display of internally illuminated fascia signs and fascia box incorporating external security shutters associated to shopfront alterations ref: 2019/0645/P (Retrospective).

Drawing Nos: Site Location Plan TQRQM19032140735355. Block Plan TQRQM19032140624545. Fascia sign details. Existing and proposed: Side elevation, Front elevation, Floor plan. Proposed elevations with shutters down. Design and Access Statement. Fascia Sign Details.

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

Reason(s) for Refusal

- 1 The fascia sign, by virtue of its projection and design, has created a bulky and incongruous feature that is detrimental to the host building, the streetscape and the Camden Town Conservation Area contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

1 ENFORCEMENT ACTION TO BE TAKEN

The Borough Solicitor will be instructed to take Enforcement Action following an alleged breach of planning control.

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.

Yours faithfully



Daniel Pope
Chief Planning Officer

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