

Application ref: 2019/4561/A
Contact: Tony Young
Tel: 020 7974 2687
Date: 23 December 2019

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

Embrace
Hope Cottage
Chapel Street
Stow on the Wold
St Albans
GL54 1DA

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
150 Holborn
London
EC1N 2NS

Proposal:

Display of non-illuminated 3-sided shroud advertisement, wrapped around existing site office cabins supported on steel gantry for a temporary period until 01/10/2020.

Drawing Nos: 001, 002, 003, 003B, 003C; Branding document from Embrace Building Wraps (ref. MCL001) dated 04/09/2019.

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

Reason(s) for Refusal

- 1 The proposed advertisement, by virtue of its size, design and location, even for a temporary period, would result in an unduly dominant and incongruous fixture in the streetscape, and introduce visual clutter, detrimental to the character and appearance of the wider streetscene and adjacent conservation areas, and would be harmful to the settings and special interest of the nearby listed buildings, contrary to policies D1, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you

must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.

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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer