

Application ref: 2019/4716/A
Contact: Ben Farrant
Tel: 020 7974 6253
Date: 21 February 2020

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

SM Planning
80-83 Long Lane
London
EC1A 9ET

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
184 Camden High Street
London
NW1 8QP

Proposal:
Display of 1 x externally illuminated shroud advertisement to cover front facade of first and second floors (6.5m x 4.5m).

Drawing Nos: 01, 02, 03, 04, 05, 'Example of light unit' (01) & 'Technical specs light' (02)

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

Reason(s) for Refusal

- 1 The proposed shroud advertisement, by virtue of its size, scale, illumination and prominence in the street, would result in a dominant and incongruous feature which would cause harm to the character and appearance of the host building and the surrounding Camden Town Conservation Area, 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:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is centered on the page.

Daniel Pope
Chief Planning Officer