

Application ref: 2020/1983/A
Contact: Tony Young
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Date: 26 August 2020

Development Management
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Des Ager Planning Consultant
1 Turner Cottages
33 Charterhouse Road
Godalming
GU7 2AG

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
128 Euston Road
London
NW1 2AS

Proposal: Display of internally illuminated Automated Teller Machine (ATM) sign at ground floor level.

Drawing Nos: Site location plan; EN030220E, EN030220P; Design and access statement from Des Ager Planning Consultant received 05/03/2020.

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 on the ATM, by virtue of its' design, location and method of illumination, would introduce a dominant, illuminated fixture that would contribute to visual clutter, and be harmful to the visual amenity of the host property and wider streetscene by detracting from its character and appearance, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

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 'DP', is positioned above the printed name and title.

Daniel Pope
Director of Economy, Regeneration and Investment