

Application ref: 2019/5307/A
Contact: Raymond Yeung
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Date: 27 November 2020

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Regeneration and Planning
London Borough of Camden
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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:
49 Chalk Farm Road
London
NW1 8AN

Proposal: Temporary display of illuminated banner to Chalk Farm Road and Ferdinand Street elevations

Drawing Nos: drawing numbers 01, 02, 03, 04, 05 received 18.09.2020

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

Reason(s) for Refusal

1 Reason for Refusal.

The illuminated advertisements by virtue of their size, method of illumination, position on the building and prominent siting would, even for a temporary period, cause unacceptable harm to the character and appearance of the host building, the wider streetscene, the neighbouring Regent's Canal Conservation Area, and the special interest of the listed Stables market and the area contrary to Camden Local Plan policies D1 (Design), D2 (Heritage) and D4, (Advertisement).

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 centered on the page.

Daniel Pope
Chief Planning Officer