

Application ref: 2020/3502/A  
Contact: Josh Lawlor  
Tel: 020 7974 2337  
Email: Josh.Lawlor@camden.gov.uk  
Date: 2 February 2021

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

21 First Avenue  
Acton  
London  
W3 7JP

Dear Sir/Madam

## DECISION

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

### Advertisement Consent Refused

Address:

**Site adjacent to**  
**176 Camden High Street**  
**London**  
**NW1 8QL**

Proposal: Display of 1 x painted mural advert to frontage with retention of 48 sheet non-illuminated static billboard.

Drawing Nos: Location Plan, PY3871/008, PY3871/007, PY3871/006, PY3871/004, PY3871/003, PY3871/005.

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, visual prominence and location would result in an overly dominant addition, which is harmful to the visual amenity of the streetscene and the adjoining station building and would therefore fail to preserve or enhance the character and appearance of the 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:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer