

Application ref: 2020/4094/A  
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Date: 15 February 2021

**Development Management**  
Regeneration and Planning  
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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:  
**174 Camden High Street**  
**London**  
**NW1 0NE**

#### **Proposal:**

Temporary display of a shroud with non-illuminated advertisements to Greenland Road, Camden High Street and Camden Road elevations for a period of 8 months.

Drawing Nos: Site Location Plan PY3854/001, PY3854/002, PY3854/003, PY3854/004, PY3854/005, PY3854/006, PY3854/007, PY3854/008, PY3854/009, PY3854/010, PY3854/011, PY3854/012, PY3854/013, PY3854/014, PY3854/015, PY3854/016.

Revised drawings: PY3854/006 RevB, PY3854/007 RevB, PY3854/008 RevB, PY3854/009 RevB, PY3854/013 RevB, PY3854/014 RevB, PY3854/015 RevB.

Cover Letter 07/09/2020. Schedule of condition for works 1, 2, 3 & Specific items (Ref: D:/Cubed Property Advisors/jobs/CPA0825 report May 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 shroud advertisement, by reason of its size, scale and prominence in the streetscene, would result in a visually dominant addition which would cause harm to the character and appearance of the host building, streetscene and the Camden Town Conservation Area, contrary to policy D2 (Heritage) and (D4 (Advertisements) of the London Borough of 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 'DP', is positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer