

Application ref: 2021/0751/A
Contact: Matthew Dempsey
Tel: 020 7974 3862
Email: Matthew.Dempsey@Camden.gov.uk
Date: 27 October 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
www.camden.gov.uk/planning

Mr Tony Reade
7 Hurlingham Business Park
Sullivan Road
London
SW6 3DU

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
226 Camden High Street
London
NW1 8QS

Proposal:
Display of internally illuminated screen to first floor flank wall.
Drawing Nos: Site Location Plan PY3995/001 Rev C, 002 C, 003 C, 004 C, 005 C, 006 C, 007 C. Planning Statement 17/02/2021.

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 reason of its size, scale illumination 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 and streetscene, contrary to policies A1 (Managing the impacts of development), D1 (Design) 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 2021.

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 centered on a light gray rectangular background.

Daniel Pope
Chief Planning Officer