

Application ref: 2022/1310/A
Contact: Sofie Fieldsend
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Date: 11 May 2022

Development Management
Regeneration and Planning
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Backroom Studios
9a Burroughs Gardens
London
NW4 4AU

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
130 Boundary Road
London
NW8 0RH

Proposal:
Display of externally illuminated projecting and fascia signs plus lettering on front awning
Drawing Nos: A1831-P04; A1831-S3-P34 Rev.A; location plan; Design and Access
Statement dated Jan 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 awning lettering, by virtue of its siting and scale, would create harmful visual clutter that would detract from the character and appearance of the host property, streetscene and St Johns Wood conservation area, contrary to policy D4 (Advertisement) 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:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is centered on the page.

Daniel Pope
Chief Planning Officer