

Application ref: 2022/0963/A  
Contact: Matthew Dempsey  
Tel: 020 7974 3862  
Email: [Matthew.Dempsey@Camden.gov.uk](mailto:Matthew.Dempsey@Camden.gov.uk)  
Date: 15 August 2022

**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)

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

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**  
**Camden**  
**NW1 8QS**

Proposal:  
Display of hand painted mural advert on brick flank wall.  
Drawing Nos:

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 and prominence in the streetscene, would result in an inappropriate and 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.

Informative(s):

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 written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer