

**TOWN AND COUNTRY PLANNING ACT 1990  
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)  
(ENGLAND) REGULATIONS 2007  
REGULATION 7: DIRECTION RESTRICTING DEEMED CONSENT**

The Secretary of State for Housing, Communities and Local Government ('the Secretary of State') is satisfied, upon a proposal made to him by Camden Council, as the local planning authority, that the display of advertisements relating to the letting or sale of land or premises as specified in Class 3A of Schedule 3, Part 1, to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the 'Regulations') should not be undertaken without express consent in parts of the London Borough of Camden.

The Direction would cover the following areas in the London Borough of Camden, as shown on the attached maps, namely the Conservation Areas and town centres.

The proposal has been the subject of a site visit, having been publicly advertised.

The areas to be included in the Direction are specified in the Schedule to this Direction.

This Direction shall have effect for a period of 10 years from the date on which it comes into force in accordance with the provisions of the Regulations.

## Schedule

This Direction relates to the display of advertisements relating to the letting or sale of land or premises as specified under Class 3A of Part 1 of Schedule 3 to the Regulations in the following areas in the London Borough of Camden, namely the Conservation Areas and town centres.

The reasons for the Secretary of State's decision are set out in his letter of 17 June 2020 to the Council, a copy of which is attached.

*Dave Moseley*

**Dave Moseley**  
**Senior Planning Casework Manager**

Ministry of Housing, Communities and Local Government  
Authorised by the Secretary of State to sign on that behalf

DATE: 17 June 2020