

European Urban Architecture Ltd
32-35 Sophia House
Featherstone Street
4th Floor
London EC1Y 8QX

Application Ref: **2013/3382/A**
Please ask for: **Sally Shepherd**
Telephone: 020 7974 **4672**

5 August 2013

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
16 Vine Hill
London
EC1R 5EA

Proposal:
Display of 1x non-illuminated banner sign on front elevation at first floor level
Drawing Nos: Site Location Plan (AL(00)09 Rev B); AL(00)26 Rev G

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

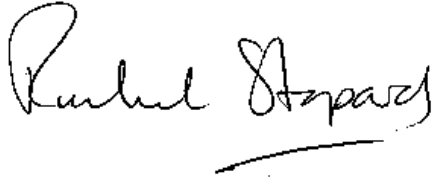
Reason(s) for Refusal

- 1 The pvc banner would, by reason of its size, design and location, fail to preserve and enhance the character and appearance of the host building, streetscene and the Hatton Garden Conservation Area contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010, as well as Policy DP24 (Securing High Quality Design) and Policy DP25 (Conserving Camden's Heritage) of Camden's Local Development Framework Policies 2010.



Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment

It's easy to make, pay for, track and comment on planning applications on line. Just go to www.camden.gov.uk/planning.

It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.