



City of Westminster

Your ref: 2012/6863/A
My ref: 13/00395/OBS

Amanda Peck
London Borough Of Camden
Development Control Planning Services
Town Hall
Argyle Street
London
WC1H 8ND

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Development Planning
Westminster City Hall
64 Victoria Street
London SW1E 6QP

27 March 2013

Dear Sir/Madam

TOWN AND COUNTRY PLANNING ACT 1990

The City Council has now considered the proposals described below and has decided to RAISE OBJECTION for the reasons stated.

SCHEDULE

Application No: 13/00395/OBS

Application Date: 14.01.2013

Date Received: 14.01.2013

Date Amended: 14.01.2013

Plan Nos: Design and Access Statement

Address: 138-146 Charing Cross Road, London Borough Of Camden, London, WC2H 0LB

Proposal: Display of large LED advertisements (part of redevelopment proposals)

See next page for reasons for objection.

Yours faithfully

Rosemarie MacQueen
Strategic Director Built Environment

Reason(s) for Objection:

- 1 The proposed advertisements are considered wholly unacceptable, by reason of their design, appearance, size and location. They will be seriously harmful to the setting of the Soho Conservation Area, to local views and the settings of adjacent listed buildings.

Informative(s):

- 1 The City Council considers that this location is unacceptable in principle for the display of large scale advertisements.
The City Council will comment on the redevelopment proposals separately.

Note:

- The Plain English Crystal Mark applies to those conditions, reasons and informatives in this letter which have an associated reference number with the prefix C, R, X or I.
- The terms 'you' and 'your' include anyone who owns or occupies the land or is involved with the development.
- The terms 'us' and 'we' refer to the Council as local planning authority.

