

Markwick Architects
138 Cherry Orchard Road
Croydon
Surrey
CR0 6BB

Application Ref: **2012/3429/A**
Please ask for: **Victoria Pound**
Telephone: 020 7974 **2659**

6 September 2012

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
118 New Oxford Street
London
WC1A 1HN

Proposal:

Display of non-illuminated signage situated above new entrance (Class A1).

Drawing Nos: Site Location Plan; existing drawings 010- 93437 rev B; 011-93437 rev D; 012-93437 rev D; 013 rev F; proposed drawings 100 rev D; 200 rev C; 300 rev B; 400 rev A.

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

Reason(s) for Refusal

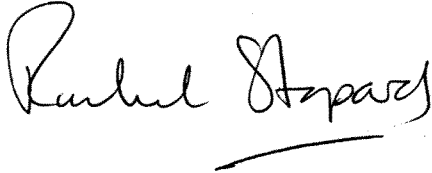
- 1 In the absence of planning permission and listed building consent for the associated door alterations and door frame, the proposed sign, by reason of its size and location, is considered to be visually obtrusive and to harm to the character and appearance of the host building, the streetscene and surrounding area, contrary to policies CS14 (promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policy DP24 (Securing high quality design) of the London Borough of Camden Local



Development Framework Development Policies.

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 drawn underneath.

Rachel Stopard
Director of Culture & Environment

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