

Mr Henry Mackeith
99A Tottenham Lane
Crouch End
London
N8 9BG

Application Ref: **2010/3846/A**
Please ask for: **Rob Willis**
Telephone: 020 7974 **6805**

9 September 2010

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
61 Marchmont Street
London
WC1N 1AP

Proposal:
Erection of an internally illuminated protruding box sign to shop (Class A1).
Drawing Nos: Site Location Plan; 1; 2; 3; 4.

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

Reason(s) for Refusal

- 1 The proposed projecting sign, by reason of its siting, size and method of illumination, would be detrimental to visual amenity by virtue of harm caused to the character and appearance of the host building and the conservation area, contrary to policies B4 (Shopfronts, advertisements and signs) B6 (Listed Buildings) and B7 (Conservation



Areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

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