

Miss Carolyne Booth  
Complete Technical Services Ltd  
Hope Street  
Rotherham  
South Yorkshire  
England  
S60 1LH

Application Ref: **2010/3309/A**  
Please ask for: **Max Smith**  
Telephone: 020 7974 **5114**

26 August 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:  
**West Yard  
Camden Lock Place  
London  
NW1 8AF**

Proposal:  
Installation of an internally illuminated box sign to the facade of an existing shop front (Class A1).  
Drawing Nos: Site Location Plan; Block Plan; CTS0038; ER00702 Rev 1 (Advert)

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

#### **Reason(s) for Refusal**

- 1 The proposed advertisement, by reason of its position, design and means of illumination, would detract from the appearance of the shopfront, to the detriment of the appearance of the building and the character and appearance of the Regent's Canal Conservation Area contrary to policies B1 (General design principles), (B4 (Shopfronts and signs) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.



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