

Pamela Smethurst
ESCP Europe Business School
527 Finchley Road
London
NW3 7BG

Application Ref: **2009/5634/A**
Please ask for: **Rob Willis**
Telephone: 020 7974 **6805**

17 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:
ESCP Europe Business School
527 Finchley Road
London
NW3 7BG

Proposal:
Display of 2 internally illuminated, free-standing signs to the Finchley Road boundary of business school (Class D1).
Drawing Nos: Signage Plan; Site Location; Location of Illuminated Signs (1);
Location of Illuminated Signs (2); Building Plan; 1005.01; 1005.02; 1005.03; 1005.04

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

Reason for Refusal

- 1 The proposed signs, by reason of their location, size, height and method of illumination, and the visual clutter that would result, would be detrimental to visual



amenity and harmful to the appearance of the streetscape, contrary to policy B4 (Shopfronts, advertisements and signs) of the London Borough of Camden Replacement Unitary Development Plan 2006.

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