

Clive West  
Insignia Projects Ltd  
Marlowe Innovation Centre  
RAMSGATE  
KENT  
CT12 6FA

Application Ref: **2009/5668/A**  
Please ask for: **Max Smith**  
Telephone: 020 7974 **5114**

19 January 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:  
**Santander House**  
**2 Triton Square**  
**London**  
**NW1 3AN**

Proposal:  
Display of external Halo illuminated letters & log to the south elevation facing Euston Road.

Drawing Nos: Site Location Plan; SAN1-HP-TRITONSQ-V Rev A 'Existing Elevations';  
'Proposed Elevations'; 'Letters Halo Illuminated by means of LED lighting'.

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

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

- 1 The proposed sign, by reason of its scale, illumination, height and prominent location would, when viewed with other advertisements attached to the building, result in visual clutter to the detriment of the appearance of the building and the area generally contrary to policies B1 (General Design Principles) and B4 (Advertisements and Signs) of the London Borough of Camden Replacement Unitary Development Plan 2006.



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