



ENVIRONMENT DEPARTMENT

## Planning, Transport and Health Service

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London Borough of Camden Camden Town Hall Argyle Street Entrance **Euston Road** London WC1H 8EQ

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Our Reference: CA/9480026/

Case File No: CA161

Tel.Inqu:

Robert Brew

ext. 5143

Young & Co's Brewery PLC The Ram Brewery Wandsworth London SW18 4JD

Date: 12 APR 1994

Dear Sir(s)/Madam,

Town and Country Planning Act 1990 Town and Country Planning (Control of Advertisements) Regulations 1992

Refusal of Consent to Display Advertisement(s)

The Borough Council, in pursuance of powers under the above-mentioned Regulations, hereby refuses consent for the display of the advertisement referred to in the undermentioned schedule (as shown on the plan(s) submitted).

Note: An applicant aggrieved by the refusal of consent to display an advertisement may appeal to the Secretary of State, Department of the Environment, Tollgate House, Houlton Street, Bristol BS2 9DJ, under Regulation 15 of the above-mentioned Regulations by notice in writing to the Secretary of State within two months from the receipt of this decision. Notice of such appeal must also be sent to the Borough Council.

## SCHEDULE

Date of Original Application: 9th February 1994

Three Cups Public House, 20/22 Sandland Street, WCl Address :

Display of 2 externally illuminated fascia signs of Proposal:

dimensions 11' x 3'6" to be located 24' above the ground between first and second floor levels. as shown on one un-numbered drawing.

Reason(s) for Refusal:

01 The proposed signs, by reason of their size and location, will be detrimental to the visual amenity of the building and the surrounding area, and therefore fail to preserve or enhance the appearance of the Conservation Area and fail to comply with the Council's policies for the display of advertisments as expressed in the Written Statement of the Local Plan (The Borough Plan) and the Deposit Draft of the Unitary Development Plan.

Head of Planning, Transport & Health Services (Duly authorised by the Council to sign this document)