

Brinkworth  
6 Ellsworth Street  
LONDON  
E2 0AX

Application Ref: **2007/3618/A**  
Please ask for: **Elaine Quigley**  
Telephone: 020 7974 **2453**

14 September 2007

Dear Sir/Madam

## **DECISION**

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

### **Advertisement Consent Refused**

Address:  
**17-23 Farringdon Road**  
**London**  
**EC1M 3HA**

Proposal:  
Display of two non-illuminated projecting banner signs.  
Drawing Nos: 100; 420; 421.

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

#### Reason(s) for Refusal

- 1 The proposed banners, by reason of their size, siting and design, would be overly obtrusive and incongruous additions to the building detrimental to the character and appearance of the building and the wider Hatton Garden Conservation Area, and the setting of the neighbouring listed building, contrary to policies B4b (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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