

JC Decaux Ltd  
Mr Martin Stephens  
991 Great West Road  
Brentford  
MIDDX  
TW8 9DN

Application Ref: **2007/3718/A**  
Please ask for: **Stuart Minty**  
Telephone: 020 7974 **2660**

17 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:  
**124 Theobald's Road**  
**London**  
**WC1X 8RX**

Proposal:  
Display of two internally illuminated freestanding panels on the forecourt of existing office building (Class B1)  
Drawing Nos: Site Location Plan (A489-1); A489-2

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

#### Reason(s) for Refusal

- 1 The proposed freestanding panels would, by reason of their size, location and illumination, introduce incongruous features within the streetscape, adding to visual clutter and thus detracting from the appearance of the building and the wider area, contrary to Policies B1 (General design principles) and B4b (Advertisements and signs) of the London Borough of Camden Unitary Development Plan 2006 and supporting advice contained within the Camden Planning Guidance 2006.



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