

Big Sky Banners
11-15 Betterton Street
London
WC2H 9BP

Application Ref: **2007/1340/A**
Please ask for: **Elaine Quigley**
Telephone: 020 7974 **2453**

09 May 2007

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
83 Endell Street
London
WC2H 9DN

Proposal:
Temporary display of an illuminated scaffold shroud banner.
Drawing Nos: BSB/END/001; 002; 003; 004; 005.

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

Reason(s) for Refusal

- 1 The proposed advertisement by reason of its size, scale and method of illumination, would be unduly obtrusive in this prominent location, detrimental to the appearance of the building and the character and appearance of the Covent Garden (Seven Dials) Conservation Area, contrary to policies B1 'General design principles', B4b 'Advertisements and signs' and B7 'Conservation areas' of the London Borough of Camden Replacement Unitary Development Plan 2006.



Informative(s):

- 1 You are advised that the licence for the erection of scaffolding facing the highway does not permit the erection of advertisements on the scaffolding.

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