

T Reade
7 Hurlingham Business Park
Sullivan Road
London
SW6 3DU

Application Ref: **2014/4108/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

18 July 2014

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
British Telecom
138 Maida Vale
London
W9 1QD

Proposal:
Display of a free standing internally illuminated sign in the forecourt.

Drawing Nos: Site Location Plan; Email from agent dated 26/06/2014; PY2097/003;
PY2097/004; PY2097/005; PY2097/006.

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

Reason(s) for Refusal

- 1 The proposed free standing internally illuminated sign by reason of its size, siting and illumination would result in an overtly dominant addition which would be detrimental to the street scene contrary to Core Strategy Policy CS5 and CS14 and Development Policy DP24 of Camden's Local Development Framework.



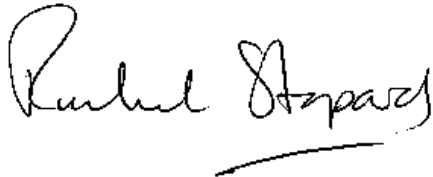
- 2 The free standing internally illuminated sign, by reason of its size, siting and illumination close to a road and junction, would be likely to distract drivers to the detriment of highway and pedestrian safety, contrary to Policy DP21 (development connecting to the highway network) of the London Borough of Camden Local Development Framework Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment