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Application Ref: **2014/3407/A**
Please ask for: **Carlos Martin**
Telephone: 020 7974 **2717**

10 November 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:
Royal College of General Practitioners
30 Euston Square /Stephenson Way
London
NW1 2FB

Proposal:
Display 3 projecting banners on Melton Street elevation and 4 recessed fascia banners to existing windows on Euston Road elevation.
Drawing Nos: Site location plan; RCGP 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 signage by reason of its size, materials and location on the building would result in a visual clutter to the detriment of the special interest of the listed building and the character and appearance of the conservation area contrary to policies CS14 (Promoting high quality places and conserving our heritage) of the Local Development Framework Core Strategy and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the Local Development Framework Development Policies.



Informative(s):

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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 'Ed Watson', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment