

Mrs Lynda Price
30 Euston square
London
NW1 2FB

Application Ref: **2014/3404/L**
Please ask for: **Carlos Martin**
Telephone: 020 7974 **2717**

10 November 2014

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building 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** listed building 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 contrary to policies CS14 (Promoting high quality places and conserving our heritage) of the Local Development Framework Core Strategy and policy DP25 (Conserving Camden's Heritage) of the Local Development Framework Development Policies.



Informative(s):

1

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