|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Regeneration and Planning****Development Management**London Borough of CamdenTown Hall Judd StreetLondon WC1H 8NDTel 020 7974 4444Textlink 020 7974 6866planning@camden.gov.ukwww.camden.gov.uk/planning |  |
| Mr Ben Dang |
| Anjoy Kitchen102 Samuel StreetLondonSE18 5LL |
| Application Ref: **2014/5373/A** |
|  | Please ask for: **Sam Watts** |
| Telephone: 020 7974 **6552** |
|  |
| 15 December 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:

**63 Farringdon Road**

**London**

**EC1M 3JB**

Proposal:

Installation of 1 x internally illuminated fascia sign

|  |
| --- |
| Drawing Nos: Site location plan, /C/001 |

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

Reason(s) for Refusal

|  |  |
| --- | --- |
| 1 | The internally illuminated advertisement by reason of its inappropriate design and method of illumination would harm the character and appearance of the host building, the streetscene and the Hatton Garden Conservation Area, contrary to Policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010 - 2025, as well as Policy DP24 (Securing High Quality Design) and Policy DP25 (Conserving Camden's Heritage) of Camden's Local Development Framework Policies 2010 - 2025. |

Informative(s):

|  |  |
| --- | --- |
| 1.
 |  |

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

Ed Watson

Director of Culture & Environment