

Planware LTD
The Granary
First floor
37 Walnut Tree Lane
Sudbury
SUFFOLK
CO10 1BD

Application Ref: **2015/1061/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

19 March 2015

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
24 Cambridge Circus
London
WC2H 8AA

Proposal:
Display of 5 non-illuminated flags on Charing Cross, Cambridge Circus and Shaftesbury Avenue elevations to restaurant.
Drawing Nos: Site location plan; MD8140572/200; 6743-SK-030.

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

Reason(s) for Refusal

- 1 Reason for Refusal;

The proposed flags, by reason of their size, location on the building and prominent logo would harm the character and appearance of the host building, the streetscene and the Seven Dials and Covent Garden Conservation Area, contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy and policies DP24 (Securing High Quality Design) and DP25 (Conserving Camden's Heritage) of Camden's 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 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment