

Guy Goodyear
Outdoor Plus
54 Baker Street
London
W1U 7BU

Application Ref: **2016/0523/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

8 April 2016

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:

Land at St Giles Circus
1-23 Denmark Place
18-28 Denmark Street
52-59 St Giles High Street
London
WC2H 8NJ

Proposal:

Temporary display of shroud advertisement with 1 x non illuminated advertisement on Denmark Street elevation from 01/04/2016 to 01/04/2018.

Drawing Nos: Cover Letter (dated 29/01/2016); Decision Letter - 2014/6754/A (dated 24/04/2015); [2576/] 001 Site B; 002 Site B; 003 Site B.

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

Reason(s) for Refusal

- 1 The display of the banner, by reason of its size and visually prominent location would result in an overly dominant addition which would be harmful to the visual amenity of the streetscene, the character and appearance of the conservation area and the setting of the surrounding listed buildings, contrary to Camden's Local



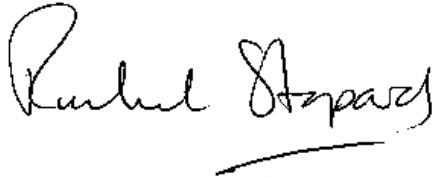
Development Framework Core Strategy policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage), and Camden's Local Development Framework Development Plan policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage).

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