

New Wave Installations
Hope Street
Rotherham South
Yorkshire (Met County)
S60 1LH

Application Ref: **2016/0511/A**
Please ask for: **Jagdish Akhaja**
Telephone: 020 7974 4899

26 May 2016

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused and Warning of Enforcement Action to be Taken

Address:

**Unwins Wine Merchants
84 Marchmont Street
London
WC1N 1AG**

Proposal:

Display of 2x internally illuminated ATM signs. [Retrospective]

Drawing Nos: The Site Location Plan, Block Plan, E017259 Rev-1, Design and Access Statement.

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

Reason(s) for Refusal

- 1 The proposed sign, by reason of its size, siting and method of illumination would result in an overly dominant addition which would be detrimental to the appearance and character of the host building, streetscene and the wider conservation area contrary to Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and



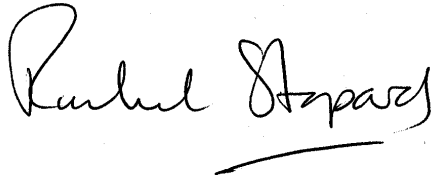
neighbours) of Camden's Local Development Framework.

Informative(s):

- 1 This consent solely relates to the advert located on the ATM and not to any other advert on site and it is associated with Planning Application Ref: 2016/0478/P
- 2 ENFORCEMENT ACTION TO BE TAKEN

You are reminded that there is an enforcement investigation ref: EN15/0956 into the unauthorised ATM and signage. Planning permission has been refused with a warning of enforcement action to seek the removal of the ATM and surround.

Yours faithfully



Rachel Stopard
Director of Supporting Communities

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It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.