

Millar Consulting  
23 Convent Lane,  
Braintree,  
Essex  
CM7 9RN

Application Ref: **2015/0992/A**  
Please ask for: **Angela Ryan**  
Telephone: 020 7974 **3236**

11 August 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:  
**29 Monmouth Street**

**London**

**WC2H 9DD**

Proposal:  
Display of 1x fascia sign & 1x (internally illuminated) projecting sign with installation of 2x LCD media screens to shop windows.  
Drawing Nos: MONM/COV/004, MONM/COV/009, MONM/COV/011.

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

#### Reason(s) for Refusal

- 1 The illuminated advertisements by reason of their size, projection, location and illumination are considered to detract from the visual amenity of the host building and this part of the seven dials conservation area, as well as the setting of the adjoining grade II listed building and is thereby contrary to policy CS14 of Camden's Local Development Framework Core Strategy, and policies DP25 and DP26 of Camden's Local Development Framework development policies.



Informative(s):

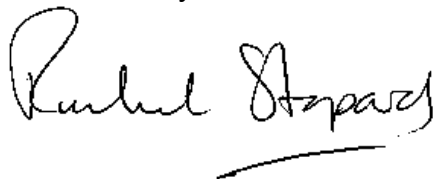
1

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

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath the name.

Rachel Stopard  
Executive Director Supporting Communities