

Mark Wilkinson
Infinity Outdoor
1st Floor
44 Charlotte Street
London
W1T 2NR

Application Ref: **2016/4603/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

9 November 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:
Town Hall Annexe
Euston Road/ Argyle Street
London
WC1H 9JE

Proposal:
Temporary display of a non-illuminated shroud and advertisement to Euston Road elevation from 01/11/2016 to 31/10/2017.
Drawing Nos:

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 display of the shroud advertisement, by reason of its size, scale and prominent location, would be an obtrusive 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 policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of the London



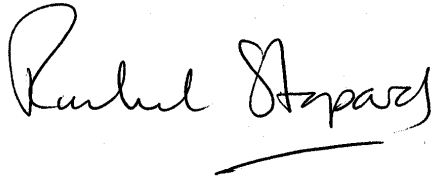
Borough of Camden Local Development Framework Core Strategy and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Executive Director Supporting Communities