



Your ref: MATTHIAS GENTET
My ref: 17/04917/OBS

Please reply to:

Ken Powell

Email: centralplanningteam@westminster.gov.uk

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Development Planning
Westminster City Council
PO Box 732
Redhill, 9FL

4 July 2017

Dear Sir/Madam

TOWN AND COUNTRY PLANNING ACT 1990

The City Council has now considered the proposals described below and has decided to RAISE OBJECTION for the reasons stated.

SCHEDULE

Application No: 17/04917/OBS

Application Date:

Date Received: 05.06.2017

Date Amended: 05.06.2017

Plan Nos: Letter dated 14 June 2017 from Camden Council

Address: St Giles Circus, London, London Borough Of Camden,

Proposal: Temporary display of an internally illuminated LED digital display board (12m in width by 3m in height) facing Centre Point

See next page for reasons for objection.

Yours faithfully

John Walker
Director of Planning

Reason(s) for Objection:

- 1 Because of its size, location, and illumination the LED digital display board would fail to maintain or improve (preserve or enhance) the setting of the neighbouring Soho Conservation Area. This would not meet S25 and S28 of Westminster's City Plan (November 2016) and DES 1, DES 8 and DES 9 (F) of our Unitary Development Plan that we adopted in January 2007.

Note:

- The Plain English Crystal Mark applies to those conditions, reasons and informatives in this letter which have an associated reference number with the prefix C, R, X or I.
- The terms 'you' and 'your' include anyone who owns or occupies the land or is involved with the development.
- The terms 'us' and 'we' refer to the Council as local planning authority.

