

Ms Jan Clark
Notemachine UK Ltd
Russell House
Elvicta Business Park
Crickhowell
NP8 1DF

Application Ref: **2018/0212/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

3 May 2018

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
56 Tavistock Place
LONDON
WC1H 9RG

Proposal: Display of an internally illuminated Automatic Teller Machine (ATM) surround.

Drawing Nos: Design and Access Statement; Site Location Plan; NM-GA-F1-A; Existing Front Elevation and Part Ground Floor Plan; Proposed Front Elevation and Part Ground Floor Plan.

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

- 1 The proposed internally illuminated surround, by reason of its design, location and method of illumination, would be an incongruous feature within the shopfront, causing harm to the character and appearance of the host building, the shopping parade and the Conservation Area, contrary to policies A1, D2 and D4 of the Camden Local Plan 2017.

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

David T. Joyce

David Joyce
Director of Regeneration and Planning