



Your ref: MATTHIAS GENTET  
My ref: 18/03702/OBS

**Please reply to:**

Ken Powell

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

10 May 2018

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:** 18/03702/OBS

**Application Date:**

**Date Received:** 03.05.2018

**Date Amended:** 03.05.2018

**Plan Nos:**

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

**Proposal:** Non-illuminated advertising board measuring approximately 3m by 6m.

See next page for reasons for objection.

Yours faithfully

**John Walker**  
**Director of Planning**

**Reason(s) for Objection:**

- 1 Because of its size and location, and illumination the 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.

