

Westminster City Council

Development Planning
Westminster City Council
PO Box 732
Redhill, RH1 9FL

westminster.gov.uk



City of Westminster

Your ref: 2018/4279/A
My ref: 18/08082/OBS

Please reply to: North Planning Team

Email: northplanningteam@westminster.gov.uk

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

27 September 2018

[REDACTED]
Regeneration Council
Development Management
London Borough Of Camden
Town Hall
Judd Street
London
WC1H 9JE

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: 18/08082/OBS

Application Date:

Date Received: 19.09.2018

Date Amended: 19.09.2018

Plan Nos: Site Plan, Proposed Elevation - Euston Road, Proposed Advert Location - Euston Road and Proposed Elevation - Warren Street.

Address: Cambridge House, 373-375 Euston Road, London Borough Of Camden, London

Proposal: Temporary display of a wrap-round shroud with a non-illuminated wrap-round advertisements measuring approximately 7m in width by 10m in height on Euston Road and Cleveland Street elevations from 1 January 2019 to 1 February 2020.

See next page for reasons for objection.

Yours faithfully

[REDACTED]
[REDACTED]
Director of Planning

Reason(s) for Objection:

- 1 Due to the scale and location of the shroud in addition to the lack of information of what is to be displayed, the proposal is considered unacceptable and contrary to Policies S28 of Westminster's City Plan (November 2016) and DES 8 and DES 9 of our Unitary Development Plan (adopted 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.

