

Application ref: 2019/0034/A
Contact: Matthias Gentet
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Date: 22 February 2019

Development Management
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Cath Kidston
125-135 Freston Road
London
W10 6TH

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
251 Tottenham Court Road
London
W1T 7RB

Proposal:
Display of an internally illuminated projecting sign.

Drawing Nos: Site Location Plan; TCR 08.05; CK 08.06; CK 11.05.

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

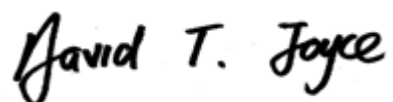
Reason(s) for Refusal

- 1 The projecting sign, by virtue of its location on a building free from any other projecting signs at ground floor level, would be an unsympathetic and incongruous addition, harmful to the uniformity and design of the host building and the wider commercial frontage, contrary to policy D4 (Advertisements) 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 paragraph 38 of the National Planning Policy Framework 2018.

You can find advice about your rights of appeal at:

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive style with a large 'D' and 'J'.

David Joyce
Director of Regeneration and Planning