

Application ref: 2019/0511/A
Contact: Sofie Fieldsend
Tel: 020 7974 4607
Date: 17 April 2019

Development Management
Regeneration and Planning
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Mr Michel Thambyrajah
98 Theobalds Road
Holborn
London
WC1X 8WB
United Kingdom

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
Warner House
98 Theobald's Road
London
WC1X 8WB

Proposal: Temporary display of an advert on the front façade to be displayed from 06/06/2019 until 30/06/2019 (three week period)

Drawing Nos: 1539-P-001-Location Plan; scaled banner dimensions; proposed front elevation and Schedule of work.

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

Reason(s) for Refusal

- 1 The advert, by virtue of its size, design and siting would result in a dominant and incongruous fixture in the streetscape, which is detrimental to the character and appearance of the host property or streetscape 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 2019.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is placed over a light grey rectangular background.

Daniel Pope
Chief Planning Officer