

Application ref: 2022/1486/A
Contact: Sofie Fieldsend
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Date: 31 August 2022

Development Management
Regeneration and Planning
London Borough of Camden
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Tapestry
Studio E, Mainyard Studios
90 Wallis Road
Hackney Wick
London
E9 5LN

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
St Martins Theatre
West Street
London
WC2H 9NZ

Proposal:
Installation of externally illuminated artwork on the Tower Court and Tower Street elevations of St Martins Theatre
Drawing Nos: 031.06.P001; 031.06.P002 Rev.C; SKK3154/1103 Rev.A; Floodlights by Admiral signs dated 27/7/22; design and access statement by Tapestry dated April 2022; heritage statement by Tapestry dated April 2022.

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

Reason(s) for Refusal

- 1 The proposed advertisement, by reason of its scale, siting on a prominent elevation, illumination and detailed design on a building which is Grade II listed, would harm the character and appearance of the host building, the streetscene and the wider Seven Dials Conservation Area, contrary to policy D4 (Advertisements) of the London Borough of 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 2021.

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 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer