

dnk design
34 Fortune Green Road
London
NW6 1UJApplication Ref: **2013/4782/L**
Please ask for: **Victoria Pound**
Telephone: 020 7974 **2659**

18 October 2013

Dear Sir/Madam

DECISIONPlanning (Listed Building and Conservation Areas) Act 1990
Planning (Listed Buildings and Conservation Areas) Regulations 1990**Listed Building Consent Refused**Address:
42 Bloomsbury Street
London
WC1B 3QJProposal:
Installation of one externally illuminated projecting sign to front of building.

Drawing Nos: Site location plan; LG01.110; photos of adjacent buildings.

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

Reason(s) for Refusal

- 1 The proposed projecting sign, by reason of introducing a commercial feature which is at odds with the domestic character of the building and terrace in which it sits, would fail to preserve the building's special architectural and historic interest, contrary to the London Borough of Camden Local Development Framework Core Strategy, with particular regard to policy CS14 - Promoting high quality places and conserving our heritage, and the London Borough of Camden Local Development Framework Development Policies, with particular regard to policy DP25 - Conserving Camden's heritage.

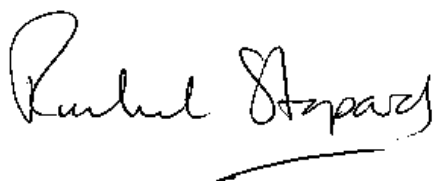


Informative(s):

- 1 You are advised that a small plaque sign, positioned adjacent to the door, would be more likely to be considered favourably.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment

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It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.