

dnk design
34 Fortune Green Road
London
NW6 1UJApplication Ref: **2013/3712/A**
Please ask for: **Victoria Pound**
Telephone: 020 7974 **2659**

18 October 2013

Dear Sir/Madam

DECISIONTown and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007**Advertisement Consent Refused**Address:
42 Bloomsbury Street
London
WC1B 3QJProposal:
Display 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** advertisement 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 and harm the visual amenity of the Bloomsbury conservation area, contrary to the London Borough of Camden Local Development Framework Core Strategy, with particular regard to policies CS5 - Managing the impact of growth and CS14 - Promoting high quality places and conserving our heritage, and the London Borough



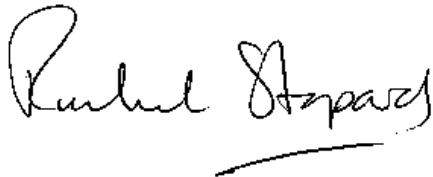
of Camden Local Development Framework Development Policies, with particular regard to policies DP24 - Securing high quality design, DP25 - Conserving Camden's heritage and DP26 - Managing the impact of development on occupiers and neighbours.

Informative(s):

- 1 You are advised that a small plaque sign 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



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.