

Brecher Solicitors
4th Floor 64 North Row
London
W1K 7LL

Application Ref: **2013/0994/A**
Please ask for: **Hilary Cuddy**
Telephone: 020 7974 **2125**

18 March 2013

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
112-116 New Oxford Street
London
WC1A 1HH

Proposal:
Display of a micro mesh PVC screen incorporating an external static illuminated advertisement panel attached to scaffold above first floor level.
Drawing Nos: RH/WFL/3/MP, [Prefix PY1856] 004, 005, 006, 007, 008.

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

Reason(s) for Refusal

- 1 The display of externally illuminated scaffold shroud with advertising, by virtue of its excessive size, position on the building, illumination and visually prominent location would be intrusive and thereby harmful to the appearance of the host building and the character and appearance of the Bloomsbury Conservation Area, contrary to policy CS5 (Managing the impact of growth and development), CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough



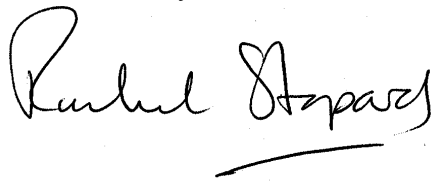
of Camden Local Development Framework Development Policies.

Informative(s):

1

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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