

Mrs Julie Adams  
University of London Union  
Malet Street  
London  
WC1E 7HY

Application Ref: **2012/0682/A**  
Please ask for: **Conor McDonagh**  
Telephone: 020 7974 **2566**

24 April 2012

Dear Sir/Madam

## **DECISION**

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

### **Advertisement Consent Refused**

Address:  
**UNIVERSITY OF LONDON UNION  
MALET STREET  
LONDON  
WC1E 7HY**

Proposal:  
Temporary display for the period 25/06/12 to 10/09/12 of externally illuminated shroud, 15m x 15m on east elevation and 15m x 20m on north elevation in connection with the Olympics.

Drawing Nos: (prefix C 10033 / 1-)101; 201; 202; Supporting Statement; 2 x CGI.

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 and visually prominent location would result in visual clutter and a dominant addition, harmful to the appearance of the host building and the character and appearance of the Bloomsbury Conservation Area, contrary to policy 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

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