

Huw Young  
Sutton Young  
12 Manchester Mews  
LONDON  
W1U 2DX

Application Ref: **2011/6041/A**  
Please ask for: **Angela Ryan**  
Telephone: 020 7974 **3236**

17 January 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:  
**142 Holborn Bars**  
**London**  
**EC1N 2NH**

Proposal:  
Display of a non illuminated free standing letting board adjacent to main entrance for a period of 12 months (from 01/12/2011 to 01/12/2012).

Drawing Nos: Site Location Plan, 2 X A3 sheets entitled "siteboard structural detail" and "siteboard"

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 sign by reason of its size and positioning will present an over-dominant feature in the street, would result in visual clutter and would partially obscure the ground floor window of this grade II\* listed building, to the detriment of the special interest of the listed building, the character and appearance of the conservation area and the streetscene contrary to core 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

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