

Allen Planning Ltd  
21A New Street  
SALISBURY  
Wiltshire  
SP1 2PH

Application Ref: **2011/5558/A**  
Please ask for: **Connie Petrou**  
Telephone: 020 7974 5117

6 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:  
**Conquest House**  
**37-38 John Street**  
**London**  
**WC1N 2BQ**

Proposal:  
Display of 1x non illuminated banner on Theobalds Road elevation.  
Drawing Nos: site plan; 0729-0400-AL-001; 0729-0400-AL-002; prefix (0243\_GA)  
103\_RA:104 (Elevation John Street proposed); 104 (Elevation Theobalds Road Proposed)

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

#### Reason(s) for Refusal

- 1 The advertisement hoarding, by virtue of its size, position on the building and visually prominent location is considered to be harmful to the appearance of the host building and the character and appearance of the Bloomsbury Conservation Area, contrary to policies CS14 - Promoting high quality places and conserving our heritage; DP24 - Securing high quality design and DP25 - Conserving Camden's Heritage of the London Borough of Camden Local Development Framework.



**Disclaimer**

***This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444***