

Gerald Eve LLP
72 Welbeck Street
London
W1G 0AY

Application Ref: **2011/5440/A**
Please ask for: **Fergus Freeney**
Telephone: 020 7974 **3366**

22 December 2011

Dear Sir/Madam

DECISION

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

Advertisement Consent Part Granted/Refused

Address:
**15 BLOOMSBURY SQUARE
LONDON
WC1A 2LS**

Proposal:
Display of 1x non illuminated fascia sign, 1x flag and flag pole at first floor level to front elevation and 1x non illuminated sign at 5th floor level at the rear elevation.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

Non illuminated fascia lettering at the front elevation facing Bloomsbury Square
Drawing Nos: Site location plan; Drawing no: (Prefix 1010) 10_101A; 20_272; 20_271A;
10_271;

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country



Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

b) to **REFUSE CONSENT** for:

1x Flag and flag pole on the front elevation facing Bloomsbury Square and 1x non-illuminated sign at fifth floor level at the rear facing Pied Bull Yard.

Drawing Nos:

Reasons for Refusal

- 1 The proposed flag pole and flag between first and second floor level on the front elevation, by reason of its size, height and position on the front facade of the building, would be harmful to the character and appearance of the building, the adjoining row of Grade II Listed Buildings and the Bloomsbury Conservation Area contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Local Development Framework Core Strategy and policies DP24

(Securing high quality design), DP25 (Conserving Camden's heritage), DP26 (Managing the impact of development on occupiers and neighbours) and DP30 (Shopfronts) of the London Borough of Camden Local Development Framework Development Policies.

- 2 The proposed display of 1x non illuminated sign at fifth floor level on the rear elevation would be harmful to the character and appearance of the building, Pied Bull Yard , the wider Bloomsbury Conservation Area and adjoining listed buildings on Great Russell Street contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Local Development Framework Core Strategy and policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage), DP26 (Managing the impact of development on occupiers and neighbours) and DP30 (Shopfronts) of the London Borough of Camden Local Development Framework Development Policies.

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