

Mr Nigel Sharpe
404 Ripple Road
Essex
London
IG11 9RU

Application Ref: **2009/0552/A**
Please ask for: **Jennifer Walsh**
Telephone: 020 7974 **3500**

2 July 2009

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
1 Vernon Place
Holborn
London

Proposal:
Display of two awning signs to front elevation of the Drinking Establishment (Class A4).

Drawing Nos: Site Location Plan; 1VPWCP1B; 1VPWCP2B; 1VPWCP3C; 1VPWCP4C.

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

Reason(s) for Refusal

- 1 The proposed awning signs, by reason of their design and location would be detrimental to the special architectural interest of the grade II listed building and to the character and appearance of the Bloomsbury Conservation Area, and therefore harmful to visual amenity, contrary to policies B4B (Advertisements and signs), B6 (Listed buildings) and B7 (Conservation Areas) of the London Borough of Camden Replacement Unitary Development Plan 2006, and to advice contained within the Camden Planning Guidance 2006.



Informative(s):

- 1 There is still an outstanding Listed Building Application (Ref: 2009/0544/INVALID) relating to this application site. If you would like to validate this application please send in the required information within 14 days of the date of this decision, otherwise the application will be withdrawn by the Council.

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