



BBA. Patterson Hewitt,
Design Consultants,
49 Neal Street,
London WC2H 9PJ

Our Reference: CA/8480239/
Case File No: CA1831
Tel.Inqu: Ms.S.Waddell ext. 2865
Date: 28 JAN 1985

Dear Sir(s)/Madam,

Town and Country Planning Act 1971 (as amended)
Town and Country Planning (Control of Advertisements) Regulations 1984

Refusal of Consent to Display Advertisement(s)

The Borough Council, in pursuance of powers under the above-mentioned Regulations, hereby refuses consent for the display of the advertisement referred to in the undermentioned schedule (as shown on the plan(s) submitted).

Note : An applicant aggrieved by the refusal of consent to display an advertisement may appeal to the Secretary of State, Department of the Environment, Tollgate House, Houlton Street, Bristol BS2 9DJ, under Regulation 22 of the above-mentioned Regulations by notice in writing to the Secretary of State within two months from the receipt of this decision. Notice of such appeal must also be sent to the Borough Council.

SCHEDULE

Date of Original Application : 25th October 1984

Address : Russells Wine Bar, Brunswick Centre, Bernard Street, WC1

Proposal : The display of a projecting box sign with overall dimensions 1.08m wide by 1.36m high with an intermittently illuminated circular sign 660mm diameter in its centre, the sign to be at a height to the underside of 2.9m on the concrete wall adjacent to the frontage of the wine bar.
(As shown on drawing nos:8428/001 & 002).

Reason(s) for Refusal:

01 It is considered that the sign by reason of its design, illumination and position is visually intrusive to the detriment of the appearance of the Brunswick Centre in particular and the street scene as a whole.

Yours faithfully

Director of Planning and Communications (Duly authorised by the Council
to sign this document)