

Paul Dickinson & Associates  
Highway House  
Lower Froyle Hampshire  
GU34 4NB

Application Ref: **2015/0501/A**  
Please ask for: **Shane O'Donnell**  
Telephone: 020 7974 **2944**

1 April 2015

Dear Sir

## **DECISION**

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

### **Advertisement Consent Refused and Warning of Enforcement Action to be Taken**

Address:  
**Hult International Business School**  
**37-38 John Street**  
**London**  
**WC1N 2AT**

Proposal:  
Display of 1 x non illuminated banner sign at 1st-3rd floor level of John Street facade and 1 x non illuminated banner sign at 1st -3rd floor level of Theobalds Road facade.  
Drawing Nos: Location Plan, Site Plan, Existing and Proposed South East Elevations, Existing and Proposed North East Elevations,

293-PL-01 Rev A, 293-PL-04, 293-PL-03, 293-PL-02,

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

#### Reason(s) for Refusal

- 1 The advertisement hoardings, by virtue of their size, position on the building and visually prominent locations are 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) 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.

Informative(s):

1 ENFORCEMENT ACTION TO BE TAKEN

You are advised that the advertisement in place on the building does not benefit from advertisement consent and therefore is unauthorised. An enforcement investigation has been opened to look into the matter. Please be advised that the Council are likely to commence with prosecution procedures to seek the removal of the advertisement unless it is removed within 14 days from the date of this decision.

Yours faithfully



Ed Watson  
Director of Culture & Environment

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It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.