

rpa:vision
51-53 Church Road
Ashford
TW15 2TY

Application Ref: **2016/3962/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

7 December 2016

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
2 Brunswick Centre
London
WC1N 1AE

Proposal:
Display of 1x internally illuminated projecting sign to Bernard Street elevation.
Drawing Nos: Site location plan, Heritage statement 30/09/2016; A001 Rev A; A102 revG

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

Reason(s) for Refusal

- 1 The proposed projecting sign by reason of its location and method of illumination would be visually prominent and would result in visual clutter that would detract from the external appearance of the listed building to the detriment of its character and appearance and as a consequence would undermine 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



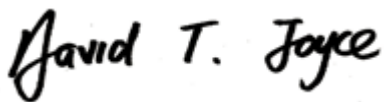
Camden Local Development Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly informal style.

David Joyce
Executive Director Supporting Communities