

Jason Maddocks  
51 Bridgman Road  
London  
W4 5BA

Application Ref: **2018/0508/A**  
Please ask for: **Oluwaseyi Enirayetan**  
Telephone: 020 7974 **3229**

3 April 2018

Dear Sir/Madam

## **DECISION**

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

### **Advertisement Consent Refused**

Address:  
**17 Little Russell Street**  
**LONDON**  
**WC1A 2HL**

Proposal:  
Display of non-illuminated fascia and projecting signs (Retrospective)  
Drawing Nos: Site location plan; BOWWOW FASCIA; Photo; Covering letter dated 29/01/18.

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

#### **Reason(s) for Refusal**

- 1 The proposed fascia and projecting signs by reason of their size, design and location overlapping the building's fascia, would result in incongruous additions and visual clutter which would be detrimental to the appearance of the host building and the setting of the neighbouring grade 2 listed terrace at 18-21 Little Russell Street and the streetscene generally and would fail to preserve or enhance the character and appearance of the Bloomsbury Conservation Area contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisement) of the London Borough of Camden Local Plan 2017.



Informative(s):

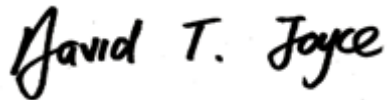
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In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 slanted style.

David Joyce  
Director of Regeneration and Planning