

Bidwells
Seacourt Tower
West Way
Oxford
OX2 2JJ

Application Ref: **2018/1448/A**
Please ask for: **John Diver**
Telephone: 020 7974 **6368**

1 June 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:
**Unit 18
Brunswick Centre
London
WC1N 1AE**

Proposal: Display of one internally-illuminated fascia sign behind glazed shopfront and one internally illuminated projecting sign onto existing shopfront

Drawing Nos: P01, P02, E01, E02, S01, S02, S03, D01, L01 (all dated March 2018); FR-ICCO-E001 Rev P1, FR-ICCO-M001 Rev P1,

Supporting Documents: Planning, Design and Heritage Report (dated 21/03/2018), Email confirmation from agent dated 11/04/18,

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

Reason for Refusal

- 1 The proposed projecting sign and internal fascia sign, by reason of the proposed illumination, would be overly prominent and out of character with the predominantly non-illuminated signage within the wider Brunswick Centre resulting in visual clutter



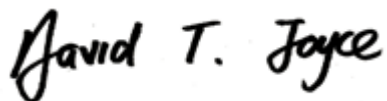
that would detract from the visual amenity of the area, the special character of the listed building and the character and appearance of this part of the Bloomsbury Conservation Area, contrary to policies D1, D2 and D4 of the Camden Local Plan (2017).

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