

Mark Wilkinson
Infinity Outdoor
1st Floor
44 Charlotte Street
London
W1T 2NR

Application Ref: **2018/1115/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

22 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:
19-20 High Holborn
London
WC1V 6BS

Proposal:
Temporary display of externally illuminated shroud with a 1:1 image of the building and advertisement measuring approximately 9m x 14.5m on High Holborn elevation from April 2018 to May 2019.
Drawing Nos: Site location plan, doc 1-17

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

Reason(s) for Refusal

- 1 The proposed externally illuminated advertisement, by reason of its size, siting and method of illumination would be an obtrusive addition which would be harmful to the visual amenity of the streetscene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harm the setting of the Grade II listed building, contrary to policies A1 (Managing the impact of development), D1 (Design), D2 (Heritage) and D4 (Advertisements) of the London Borough of Camden Local Plan.



Informative(s):

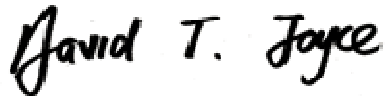
1

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