

Application ref: 2019/1744/A
Contact: Matthias Gentet
Tel: 020 7974 5961
Date: 17 May 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Des Ager Planning Consultant
1 Turner Cottages
33 Charterhouse Road
Godalming
GU7 2AG

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 Woburn Place
Bloomsbury
London
WC1H 0LN

Proposal: Display of an internally illuminated Automated Teller Machine (ATM) fascia and 1 x internally illuminated projecting sign to Coram Street elevation.

Drawing Nos: Design and Access Statement; Site Approval Form; Site Location Plan; Street View of Coram Street Elevation; [EN 04 02 2019] Existing Part Plan Part Elevation and Section, Proposed Part Plan Part Elevation and Section; [EN Signage] Proposed ATM & Surround Details, Proposed Wall Signage Details.

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

Reason for Refusal

- 1 The illuminated advertisement on the ATM, by virtue of its design, location and illumination, would be an unsympathetic feature in the shopfront which would be detrimental to the character and appearance of the host building and the Conservation Area, contrary to policies D1 (Design), D2 (Heritage), D4 (Advertisements) 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 paragraph 38 of the National Planning Policy Framework 2019.

You can find advice about your rights of appeal at:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is centered on the page.

Daniel Pope
Chief Planning Officer