

Application ref: 2021/4038/A  
Contact: Nick Baxter  
Tel: 020 7974 3442  
Email: Nick.Baxter@camden.gov.uk  
Date: 19 November 2021

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

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Mr Quinton Clarke  
Disraeli House  
6, Bloomsbury Square  
London  
WC1A 2LP

Dear Sir/Madam

## DECISION

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

### Advertisement Consent Refused

Address:

**Disraeli House**  
**6 Bloomsbury Square**  
**London**  
**WC1A 2LP**

Proposal:

45 degree angled flag pole with flag showing company name/emblem

Drawing Nos: Design & access and heritage statement, 2104 G200 ES 01 001 (elevation and section), 2104 G200 SP 01 001 (location and site plan)

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

Reason(s) for Refusal

- 1 The proposed advertisement by reason of its scale and location adding harmful visual clutter would be detrimental to the character and appearance of the host building which is listed, the wider terrace and the Bloomsbury Conservation Area, contrary to policies D2 and D4 of the Camden Local Plan 2017

Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate ([inquiryappeals@planninginspectorate.gov.uk](mailto:inquiryappeals@planninginspectorate.gov.uk)) at least 10 days before submitting the appeal. Further details are on GOV.UK.

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 2021.

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, appearing to read 'DPope', is centered on the page.

Daniel Pope  
Chief Planning Officer