

Application ref: 2021/5980/A  
Contact: Fast Track TC  
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Email:  
Date: 16 June 2022

**Development Management**  
Regeneration and Planning  
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KINGS ROAD  
TEDDINGTON  
TW11 0QD  
United Kingdom

Dear Sir/Madam

## DECISION

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

### Advertisement Consent Refused

Address:  
**President Hotel**  
**Russell Square**  
**London**  
**WC1N 1DB**

Proposal:  
Installation of four flags above the main hotel entrance canopy.

Drawing Nos: 2112.LO.201 REV 01; 2112.EX.201; 2112.EX.100; 2112.LO.002;  
2112.EX.200; 2112.EX001; 2112.LO.200 REV 01

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

#### Reason(s) for Refusal

- 1 The proposed advertisements by reason of their scale and location adding harmful visual clutter would be detrimental to the character and appearance of the host building, the wider terrace and the Bloomsbury Conservation Area, contrary to policies 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 paragraph 38 of the National Planning Policy Framework 2021.

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