

Application ref: 2021/6170/A  
Contact: Fast Track TC  
Tel: 020 7974  
Email:  
Date: 1 July 2022

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
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Brown  
Room 404-405  
60 Charles Street  
Leicester  
LE1 1FB  
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:  
**200-204**  
**Tottenham Court Road**  
**London**  
**W1T 7PL**

Proposal:  
Installation of 5x flags at first floor level.

Drawing Nos: L100; B100; C100;

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 Grade II listed host building, and the Bloomsbury Conservation Area, contrary to policies D2 & D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 You are advised that the proposed flagpoles would also require planning permission and listed building consent. If this application for advertisement consent had been considered acceptable you would have been advised to apply for planning permission and listed building consent.

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 written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer