

CGMS  
CgMs Consulting  
140 London Wall  
London  
EC2Y 5DN

Application Ref: **2012/2543/A**  
Please ask for: **John Nicholls**  
Telephone: 020 7974 **2843**

10 July 2012

Dear Sir/Madam

## **DECISION**

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

### **Advertisement Consent Refused**

Address:  
**Woburn House**  
**19-29 Woburn Place**  
**London**  
**W1H 0LU**

#### **Proposal:**

The display of a non-illuminated Perspex sign at the ground floor elevation in connection with the existing student accommodation.

Drawing Nos: Site Location Plan; Drawing No(s) (Prefix 619 - ) 001 A, 001 B, 100 A, 010 A

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

#### **Reason(s) for Refusal**

- 1 The proposed signage would, by virtue of its excessive size and inappropriate location, detract from the architectural language of the building, and therefore be visually harmful to the amenity of the local area, contrary to Policy CS5 (Managing the impact of growth and development) of London Borough of Camden Local Development Framework Core Strategy and Policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of London Borough of Camden Local Development Framework Development Policies.



Informative(s):

- 1 The Council would welcome an application for a suitably located plaque next to the door as an alternative to this scheme.

**Disclaimer**

***This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444***