

Application ref: 2022/2672/A
Contact: Ewan Campbell
Tel: 020 7974 5458
Email: Ewan.Campbell@camden.gov.uk
Date: 12 June 2023

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

ZLS Design Ltd
58 Molrams Lane
Chelmsford
CM2 7AJ
United Kingdom

DRAFT

Dear Sir/Madam

DECISION

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

Advertisement Consent

Address:
8 Basement And Ground Floor
Gate Street
London
Camden
WC2A 3HP

Proposal:

Erection of advertisements namely 1x illuminated Fascia sign and 1x illuminated 'other' sign.
Drawing Nos: Site Location Plan, Proposed Signage Drawings 01 to 07 (all Rev. 2).

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

Reason(s) for Refusal

- 1 The fascia signs, by virtue of their design, size, illumination and positioning would create an overbearing and incongruous feature that is considered detrimental to the architectural integrity of the host building, streetscape and the Bloomsbury conservation Area contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

The Council has authorised the Director of Law and Administration to start prosecution proceedings in the Magistrates Court to secure removal of these advertisements.

The Council is prepared to allow you a period of 14 days from the date of this letter in order to remove the advertisements. If the advertisements have not been removed during this period, the Borough Solicitor will be instructed to start proceedings.

I must warn you that the display of such advertisements without the benefit of advertisement consent is a criminal offence pursuant to Section 224 of the Town and Country Planning Act 1990. The maximum fine for such an offence is currently £2500, and in the case of a continuing offence, £250 for each day which the offence continues after conviction

Informative(s):

1 PROSECUTION ACTION TO BE TAKEN

This matter will be referred to the Council's planning enforcement team to instigate proceedings against the unauthorised display of advertisements.

- 2 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) 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 in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Chief Planning Officer