

Blueridge Contracts Ltd  
5 Peckleton View  
Desford  
Leicester  
LE9 9QFApplication Ref: **2014/7013/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

19 December 2014

Dear Sir/Madam

**DECISION**Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007**Advertisement Consent Refused and Warning of Prosecution Action to be Taken**Address:  
**13 Shorts Gardens**  
**London**  
**WC2H 9AT**Proposal:  
Display of internally illuminated fascia and projecting signs.

Drawing Nos: 1 x photo montage, 1 x photo, 1 x proposed shop front artwork, Projecting Sign Details, OS Map, Shopfront.

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

## Reason(s) for Refusal

- 1 The proposed internally illuminated fascia and projecting signs, by reason of their method of illumination, result overly bright advertisements out of character with their context harming the character and appearance of Seven Dials Conservation Area contrary to policies CS5, CS14 of the London Borough of Camden Local Development Framework Core Strategy; and polices DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.



Informative(s):

- 1 You are advised that the advertisement in place on the building does not benefit from advertisement consent and therefore is unauthorised. An enforcement investigation has been opened to look into the matter. Please be advised that the Council are likely to commence with prosecution procedures to seek the removal of the advertisement unless it is removed within 14 days from the date of this decision.

**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

Yours faithfully



Ed Watson  
Director of Culture & Environment

It's easy to make, pay for, track and comment on planning applications on line. Just go to [www.camden.gov.uk/planning](http://www.camden.gov.uk/planning).

It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.