

Blaze Neon Ltd  
5 Patricia Way  
Pysons Road  
Broadstairs  
CT10 2XZ

Application Ref: **2016/4335/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

26 January 2017

Dear Sir/Madam

## DECISION

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

### Advertisement Consent Refused

Address:  
**1 Tower Street**  
**London**  
**WC2H 9NP**

Proposal:  
Display of 3 x Internally illuminated fascia and 2 x internally illuminated projecting signs.  
Drawing Nos: Email from Agent (05/08/2016); 109012 V1 (2 pages);

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

#### Reason(s) for Refusal

1 Reason for Refusal:

The proposed internally illuminated fascia signs and internally illuminated projecting signs by virtue of their size, design, materials, siting and method of illumination would result in overly dominant and incongruous additions which would be detrimental to the character and appearance of the host building, streetscene and the wider Seven Dials (Covent Garden) conservation area, contrary to Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high



quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework.

Informative(s):

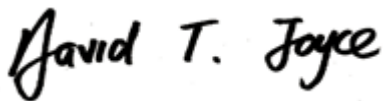
- 1 The display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. Under Section 225 of the Town and Country Planning Act, Section 10 of the London Local Authorities Act 1995 and Section 11 of the London Local Authorities Act 1995 the Council has powers to enter the land and remove the display. As such, the Council will commence prosecution/action to secure the removal of the advertisement.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Executive Director Supporting Communities