

Sparrow & Trieu  
76 Shaftesbury Avenue  
London  
W1D 6ND

Application Ref: **2017/1151/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

23 August 2017

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:  
**148 Southampton Row**  
**London**  
**WC1B 5AG**

Proposal:  
Display of 1 x internally illuminated fascia and 1 x internally illuminated projecting signs (retrospective).  
Drawing Nos: Detailed Fascia and Projecting Signs (4 pages); Basement, Ground Floor & Location Plans.

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 and projecting signs, by reason of their size, design, location and method of illumination would result in incongruous additions and visual clutter which would be highly detrimental to the appearance and character of the host building, the streetscape/highstreet, and would fail to preserve or enhance the character or appearance of the Bloomsbury 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 and policies A1, D2 and D4 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework..

Informative(s):

1

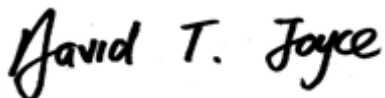
**WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS**

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



David Joyce  
Director of Regeneration and Planning

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.