

Monmouth Planning  
38A Monmouth Street  
LONDON  
WC2H 9EP

Application Ref: **2016/4534/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

10 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 and Warning of Prosecution Action to be Taken**

Address:  
**102 Southampton Row**  
**LONDON**  
**WC1B 4BL**

Proposal:

Display of an internally illuminated fascia sign with return down the right hand side of the shopfront, and an internally illuminated projecting sign [retrospective].

Drawing Nos: A.100.00 - Front Elevation, Detailed Signage and Sections; A.100.00 - Part Ground Floor Plan; A.100.00 - Elevation and Section; Site Location Plan.

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

#### Reason(s) for Refusal

- 1 The fascia sign with its side return and the projecting sign, by virtue of their overall size, design, materials, siting and method of illumination, result in overly dominant and incongruous additions creating visual clutter which is detrimental to the appearance and character of the host building, streetscape and the conservation area, and harmful to the setting of adjacent listed buildings. This is contrary to policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local



Development Framework Core Strategy, and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

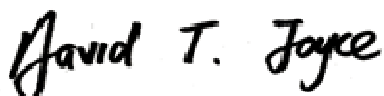
**WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS**

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  
Executive Director Supporting Communities

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.