

Charmaine Abomnes  
46-54 Argyle Street  
London  
WC1H 8ER

Application Ref: **2016/6588/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

18 December 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:  
**73-77 Marchmont Street**  
**London**  
**WC1N 1AP**

Proposal:  
Display of 3no externally illuminated fascia signs.

Drawing Nos: DAS (Revised 16/12/2016); DAS Part II (15/12/2016); Site Location Plan;  
[BW38\_] EL00, EL01 RevB, EL02, 1001, 1002, 1101, 1102, 1103, 1104, 1105, 1106, 1107,  
1115 [REVC].

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 externally illuminated fascia signs by reason of their size, design, location and method of illumination result in unsympathetic alterations harming the character and appearance of the streetscene and Bloomsbury Conservation Area and the setting of the host and adjacent Grade II listed buildings, contrary to



Camden Local Plan 2017 policies D1 and D2.

Informative(s):

- 1 It is to be noted that the trough lights which form part of the proposal in terms of the fascia signs being externally illuminated, have since been removed.

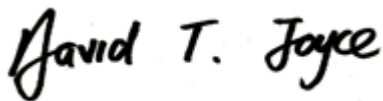
**WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS**

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.