

Application ref: 2018/5244/A
Contact: Matthias Gentet
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Date: 11 February 2019

Development Management
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Town Hall
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Insignia Signs
Unit 7
Albion Park
Albion Way
Leeds
LS12 2EJ

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:
18 Store Street
London
WC1E 7DH

Proposal:

Display of 1 x externally illuminated fascia sign, 1 x externally illuminated projecting sign and 2 x externally and internally illuminated menu boards.

Drawing Nos: Astro Montparnasse Lantern; ECOLUX LED Trough Light Details; 1 x Photo; 6247 (page 1 of 4) - Detailed Signage; 6247 (page 2 of 4) - Front Elevation; 6247 (page 3 of 4) - Site Location Plan; 6247 (page 4 of 4) - Signage Site Plan.

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

Reason(s) for Refusal

- 1 The projecting sign and trough lights, by virtue of its size, design, location, material and method of illumination would be an unsympathetic and incongruous addition within a traditional shopfront. It would create visual clutter and thereby represents an inappropriate form of development that is detrimental to the character and appearance of the host building, the streetscape and the Bloomsbury Conservation Areas, contrary to policy D4 of the Camden Local Plan 2017.
- 2 The fascia sign and trough light, by virtue of its design, location, material and method

of illumination would be an unsympathetic and incongruous addition within a traditional shopfront and thereby represents an inappropriate form of development that is detrimental to the character and appearance of the host building, the streetscape and the Bloomsbury Conservation Areas, contrary to policy D4 of the Camden Local Plan 2017.

- 3 The menu boards and lanterns, by virtue of their location and methods of illumination (internal and external), would be incongruous fixtures and would create visual clutter and thereby represent an inappropriate form of development that is detrimental to the character and appearance of the host building, the streetscape and the Bloomsbury Conservation Areas, contrary to policy D4 of the Camden Local Plan 2017.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

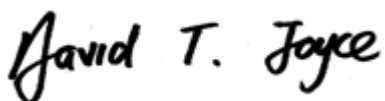
WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

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.

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.

