

Council reference number: EN15/0077

THE LONDON BOROUGH OF CAMDEN

IMPORTANT - THIS COMMUNICATION AFFECTS YOUR PROPERTY

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED BY THE
PLANNING AND COMPENSATION ACT 1991)**

**THE TOWN AND COUNTRY PLANNING
(CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007 (as amended)**

DISCONTINUANCE NOTICE

TO The advertiser and owner and occupier (as specified within the Third Schedule)
of the site

OF Morton Hotel
1-2 Woburn Place
London
WC1H 0LH

1. You are using for the display of a particular advertisement described in the First Schedule below for which consent is deemed to be granted under the 2007 Regulations (as amended).
2. The London Borough of Camden ("the Council") as local planning authority, for the reasons stated in the Second Schedule below, considers it necessary for the display of the advertisement described in the First Schedule to be discontinued to remedy a substantial injury to the amenity of the locality.
3. Acting under the powers conferred by Regulation 8 of the 2007 Regulations, the Council **REQUIRES YOU** to **DISCONTINUE** the display of the advertisement described in the First Schedule within a period of **28 days** after the date on which this notice takes effect.
4. This notice shall take effect, subject to the provisions of Regulation 8(5) and (6) of the 2007 Regulations, at the end of a period of **8 weeks** after the service of this notice on you.

DATED: 26 March 2019

SIGNED: _____

Laura Neale, for the Borough Solicitor, on behalf of the London Borough of Camden, Town
Hall, Judd Street, London WC1H 9LP.

FIRST SCHEDULE

DESCRIPTION OF ADVERTISEMENT

Internally illuminated sign at first floor level on the corner elevation at Morton Hotel, 1-2 Woburn Place, London, WC1H 0LH

SECOND SCHEDULE

REASONS FOR SERVING THE NOTICE

The display of the advertisement described in the First Schedule, by reason of its location, size, appearance and method of illumination has a detrimental impact on the character and appearance of the host building, the streetscene and the wider conservation area and thereby resulting in substantial injury to the amenity of the locality contrary to policies D1, D2 and D4 of Camden's Local Plan 2017

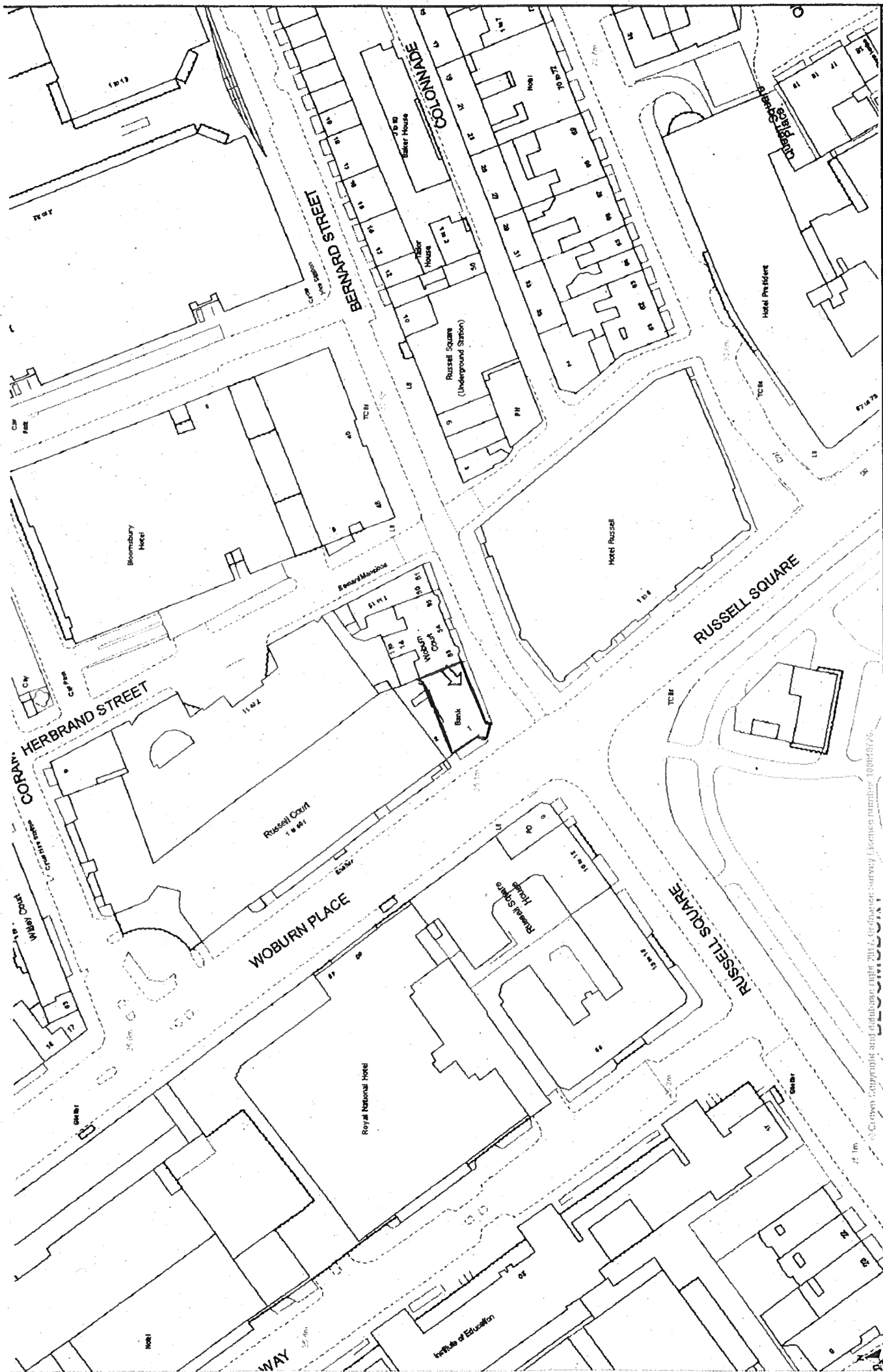
NOTES

Appeals

- (a) Under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) any person served with a discontinuance notice may appeal to the Secretary of State at any time **before** the discontinuance notice takes effect.
- (b) Should you require information on appeals you should contact the Planning Inspectorate, Advertisement Section, Room 3/17, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, BRISTOL, BS1 6PN or at <http://www.planningportal.gov.uk/planning/appeals/online/makeanappeal>
- (c) Subject to Regulation 8(6), notice of appeal in writing must be given to the Secretary of State within eight weeks of receipt of this notice, or within such longer period as the Secretary of State may allow, and the person appealing must send with the notice of appeal a copy of each of the following documents:
 - (i) the discontinuance notice;
 - (ii) any notice of variation;
 - (iii) any relevant correspondence with the authority.
- (d) On the determination of the appeal the Secretary of State is required to give such directions as may be necessary for giving effect to his determination, including, where appropriate, directions for quashing the discontinuance notice or for varying its terms.
- (e) The decision of the Secretary of State on an appeal is final.

Withdrawal or Variation of Discontinuance Notice

Under Regulation 8(6), the local planning authority may, by notice served on the advertiser, withdraw a discontinuance notice at any time before it takes effect, or may, where no appeal to the Secretary of State is pending, from time to time vary a discontinuance notice by extending the period at the end of which the notice is to take effect.



Morton Hotel, 1-2 Woburn Place, WC1H 0LH

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Scale 1/1250

Centre = 530135 E 182128 N

Date 21/3/2019

