

Application ref: 2020/1220/A
Contact: Raymond Yeung
Tel: 020 7974 4546
Date: 1 June 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Man & Man Planning and Construction Compliance Ltd
Unit 20
Angerstein Business Park
Horn Lane
London
SE10 0RT

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:
15 & 16 Leigh Street
London
WC1H 9EW

Proposal:
Installation of 2no. projecting illuminated sign (Retrospective).
Drawing Nos: OS plan, 2003 - 037 - 001-Pre-existing, 2003 - 037 - 001 Existing.

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

Reason(s) for Refusal

- 1 The internally illuminated projecting hanging signs, by virtue of their size, design, location and visual prominence would introduce visual clutter, to the detriment of the special character and appearance of the host Grade II listed buildings and the Bloomsbury Conservation Area, contrary to policies D1, D2, D3 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 **ENFORCEMENT ACTION TO BE TAKEN**

The Director of Culture and Environment will instruct the Borough Solicitor to issue an Enforcement Notice alleging a breach of planning control.

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 2019.

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 **30 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



Daniel Pope
Chief Planning Officer

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