

Application ref: 2017/6901/A
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Arch Planning & Licensing
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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:
101 Kingsway
London
WC2B 6QU

Proposal: Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign. (Retrospective).

Drawing Nos: Site location plan, Design & Access Statement, (17136 A10)1-8

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, by reason of its inappropriate scale and depth has a detrimental impact on the character and appearance of the shopfront, the host building and the wider conservation area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.
- 2 The projecting sign, by reason of its method of illumination, size and location adding harmful clutter, has a detrimental impact on the character and appearance of the shopfront, the host building and the wider conservation area contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements).

Informative(s):

1 ENFORCEMENT ACTION TO BE TAKEN

The Director of Culture and Environment will instruct the Borough Solicitor to take prosecution action unless the unauthorised advertisements (fascia, projecting sign and shutter box) are completely removed or all illumination disconnected and removed within 3 months from the date of this decision.

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 2021.

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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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.