

Application ref: 2022/0029/A  
Contact: Fast Track TC  
Tel: 020 7974  
Email:  
Date: 31 March 2022

**Development Management**  
Regeneration and Planning  
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NARTS  
53  
Stoke Newington High Street  
London  
N16 8EL

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:  
**35 Pratt Street**  
**London**  
**NW1 0BG**

Proposal:  
Display of 1x projecting sign. (retrospective)

Drawing Nos: 2108.02 Site Location and Block Plan; 2108.01 Existing Plans; photo

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

#### Reason(s) for Refusal

- 1 The proposed non-illuminated projecting sign by reason of its design and position above fascia level would result in visual clutter which detracts from the character and appearance of the host building, contrary to policies D1, D2 and 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 2021.

**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 **28 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

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.