

Application ref: 2022/1283/A  
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Date: 25 August 2022

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
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London  
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Gerald Eve LLP  
72 Welbeck Street  
London  
W1G 0AY  
United Kingdom

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:  
**Camden Lock Village**  
**Haven Street**  
**London**  
**Camden**  
**NW1 8QU**

Proposal: Installation of 1 x internally illuminated fascia sign, 1 x internally illuminated hanging sign and 5 x window vinyl signs.

Drawing Nos: MX\_(00)\_1000 T04, C1\_(00)\_ 2000 C04, C1\_(21)\_ 2020 C01, C1\_(21)\_ 2030 C01, C1\_(41)\_ 2000 C02, C1\_(00)\_1200 C05, Babylon Site Plan 1, Main face illuminated sign document dated 15/02/2022, Circular face illuminated sign document dated 15/02/2022 and cover letter from Gerald Eve dated 25/03/2022.

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

#### Reason(s) for Refusal

- 1 The proposed advertisements, by reason of their design, location, illumination and visual prominence would introduce visual clutter, to the detriment of the character and appearance of the host building and streetscene, contrary to policies D1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.
- 2 The display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. Under Section 225 of the Town and Country Planning Act, Section 10 of the London Local Authorities Act 1995 and Section 11 of the London Local Authorities Act 1995 the Council has powers to enter the land and remove the display. As such, the Council will commence prosecution/action to secure the removal of the advertisement.

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 **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



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.