

Application ref: 2022/3618/A
Contact: Fast Track TC
Tel: 020 7974
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Date: 20 December 2022

Development Management
Regeneration and Planning
London Borough of Camden
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Mr Pawel Urbanski
119 Orbis Wharf
Bridges Court Road
London
SW11 3GX
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:
17 Endell Street
London
Camden
WC2H 9BJ

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

Drawing Nos: Site location plan; 17 ENDELL STREET ELE - 001 REV 01; Photos of fascia sign and projecting sign.

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 fascia and projecting signs, by reason of their position, design, bulk, materials and method of illumination appear as unsympathetic and incongruous additions harming the character and appearance of the host building, the streetscape and Seven Dials Conservation Areas, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

- 1 You are advised that any future application for advertisement consent should include both elevation, and section drawings.

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

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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.