

Application ref: 2022/5401/A  
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Date: 15 March 2023

**Development Management**  
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Philip Koscienc  
21 First Avenue  
Acton  
London  
W3 7JP

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:

**Highgate Road Railway Bridge (south side)**  
**east and west walls**  
**Highgate Road**  
**London**  
**NW5 1LE**

Proposal:

Display of 2 non-illuminated poster boards on the railway bridge (part retrospective)  
Drawing Nos: Site Location Plan, covering letter, existing and proposed images, proposed dimensions elevation, build and installation specification

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

Reason(s) for Refusal

- 1 The existing and proposed advertisements, by virtue of their size and location, would result in prominent and incongruous visual clutter which would cause harm to the character and appearance of railway bridge walls, streetscene and wider area, including the Dartmouth Park Conservation Area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017, policy D3 of Kentish Town Neighbourhood Plan 2016, and policies DC2 and DC3 of the Dartmouth Park Neighbourhood Plan 2020.

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.