

Technical Signs
Hille Business Centre
132 St Albans Road
Watford
Hertfordshire
WD24 4AE

Application Ref: **2013/3024/A**
Please ask for: **Sally Shepherd**
Telephone: 020 7974 **4672**

15 August 2013

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:
**216 Haverstock Hill
London
NW3 2AE**

Proposal:
Retention of 1 x internally illuminated fascia sign, 2 x internally illuminated menu signs, 2 x non-illuminated planter signs and an awning at ground floor level to front elevation of restaurant (Class A3)

Drawing Nos: Site location plan; 366690-5; 366690-1; 366690-2; 366690-3; 366690-4

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

Reason(s) for Refusal

- 1 The illuminated and non-illuminated advertisements by reason of their size, location, design and cumulative impact are considered to be harmful to the appearance of the host building, the streetscene and setting of the adjoining Belsize Park Conservation Area. This is contrary to policies CS14 (Promoting High quality places and conserving our heritage), DP24 (Securing high quality design) and DP25 (Conserving Camden's heritage) of the Local Development Framework Core



Strategy and Development Policies.

Informative(s):

- 1 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.

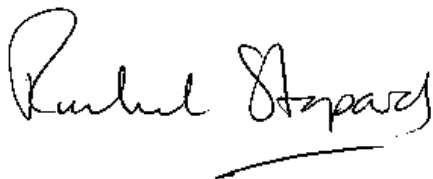
WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

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



Rachel Stopard
Director of Culture & Environment

It's easy to make, pay for, track and comment on planning applications on line. Just go to 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.