

Planning Consultant
21 First Avenue
Acton
London
W3 7JP

Application Ref: **2014/2521/A**
Please ask for: **Hannah Parker**
Telephone: 020 7974 **3069**

12 May 2014

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 Eye
2 Kentish Town Road
London
NW1 9NX

Proposal: Temporary scaffold shroud advertisement incorporating a coloured 1;1 replica image of the building facade wrapped over the whole scaffolding during the building process and incorporating an inset commercial poster advertisement whose design may change.

Drawing Nos: Photograph of existing display; PY1952/002; Block Plan

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

Reason(s) for Refusal

- 1 The continued display of the scaffold shroud with advertising, by virtue of its excessive size, position on the building, visually prominent location and method of illumination would result in an overtly dominant addition, which is harmful to the character and appearance of the host building, streetscene and the Camden Town Conservation Area. The proposal is therefore contrary to policies CS5 (Managing



the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

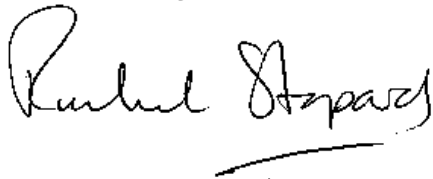
WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

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

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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.