

Mr D Field
Ringley Limited Chartered Surveyors
Ringley House
349 Royal College Street
London NW1 9QS

Application Ref: **2013/8164/A**
Please ask for: **Tessa Craig**
Telephone: 020 7974 **4546**

6 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:
**Ringley Limited Chartered Surveyors
Ringley House
349 Royal College Street
London NW1 9QS**

Proposal:
Retention of 2x illuminated projecting signs on east and west elevation.
Drawing Nos: 916-001, 13050-01 Revision P2, 13050-02 Revision P2.

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

Reason(s) for Refusal

- 1 The advertisements by reason of their size, number, location, design and internal illumination are considered to be harmful to the character and appearance of the host building and the surrounding streetscene. This is contrary to policies CS14 (Promoting High quality places and conserving our heritage) and DP24 (Securing high quality design) 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.

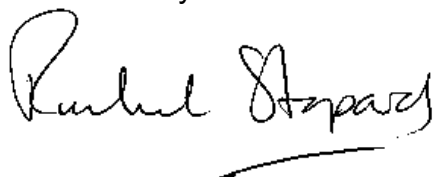
WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

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

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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.