

Council reference number: EN12/0434

THE LONDON BOROUGH OF CAMDEN

IMPORTANT - THIS COMMUNICATION AFFECTS YOUR PROPERTY

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED BY THE PLANNING AND
COMPENSATION ACT 1991)**

**THE TOWN AND COUNTRY PLANNING
(CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007**

DISCONTINUANCE NOTICE

**TO The advertiser and owner and occupier (as specified within the Third
Schedule) of the site
OF 14-16 Pond Street
London
NW3 2PS**

1. You are using for the display of advertisement(s) the site described in the First Schedule below for which consent is deemed to be granted under the 2007 Regulations.
2. The London Borough of Camden ("the Council") as local planning authority, for the reasons stated in the Second Schedule below, considers it necessary to require the use of the site for the display of advertisement(s) to be discontinued to remedy a substantial injury to the amenity of the locality.
3. Acting under the powers conferred by Regulation 8 of the 2007 Regulations, the Council **REQUIRES YOU** to **DISCONTINUE** the use of the site for the display of advertisement(s) within a period of **28 days** after the date on which this notice takes effect.
4. This notice shall take effect, subject to the provisions of Regulation 8(5) and (6) of the 2007 Regulations, at the end of a period of **8 weeks** after the service of this notice on you.

DATED: 4 April 2013

SIGNED: 

Head of Legal Services, on behalf of the London Borough of Camden, Town Hall, Judd Street, London WC1H 9LP.

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FIRST SCHEDULE

DESCRIPTION OF SITE

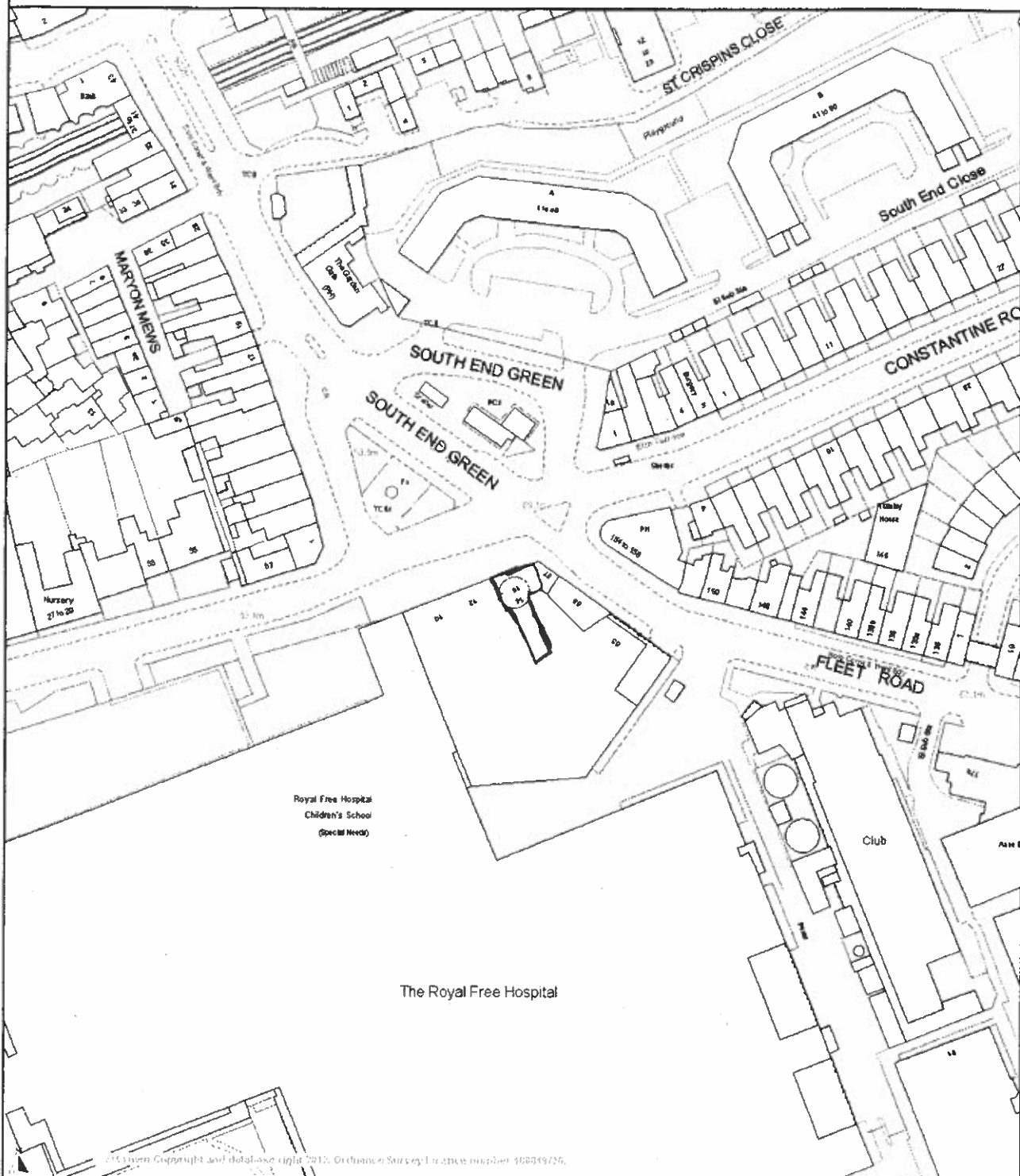
The erection of a non illuminated 48 sheet advertisement hoarding on the flank wall of no.14-16 Pond Street at first and second floor level.

SECOND SCHEDULE

REASONS FOR SERVING THE NOTICE

The use of the site for the display of advertisements causes substantial injury to the amenity of the locality. The display, by reason of its size and location pays no respect to the design and form of the host building and is detrimental to the character and appearance of the street scene and the adjoining conservation area. The advertisement hoarding is therefore contrary to Policies CS14 (Promoting high quality places and conserving our heritage) and DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the Council's Local Development Framework.

14-16 POND STREET, LONDON NW3 2PS



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Scale 1/1250 Date 14/3/2013

Centre = 527315 E 185497 N

