

## 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**Land adjacent to  
279A Finchley Road  
London NW3 6LT**To: The advertiser and owner and occupier ( as specified within the Third Schedule)  
of the site**

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) by the 28<sup>th</sup> February 2015.
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: 10 July 2014

SIGNED: \_\_\_\_\_

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

**FIRST SCHEDULE**

**DESCRIPTION OF SITE**

The site is an un-numbered plot of land located on the western side of Finchley Road and just south of the parade of shops 279a – 291 with flats above (and as shown outlined in black on the attached plan). The terrace sandwiches the site between it and the slip road to the car park at the rear of the 02 Centre to the south. The site is not located within a Conservation Area nor is it listed.

**SECOND SCHEDULE**

**REASONS FOR SERVING THE NOTICE**

The use of the site for the display advertising hoardings and all associated fixture and fittings are considered to cause substantial injury to the amenity of the locality and be visually harmful, having no respect for the height of the adjacent building. It does not contribute to the public realm, and has a detrimental impact on the surrounding area. The advertising hoarding display is considered contrary to Policies DP24 and DP26 of Camden's Local Development Framework Development Policies, adopted 2010.

**THIRD SCHEDULE**

**PERSONS ON WHO THE NOTICE HAVE BEEN SERVED**

1. Matt Swindles  
Planning Executive  
Primesight Limited  
The MET Building  
22 Percy Street  
London W1T 2BU
  2. Stadium Capital Holdings (no2) limited  
7 Manchester Square  
London  
W1U 3PQ
  3. Santander UK PLC (co.Regn.No.2294747)  
2 Triton Square  
Regents Place  
London NW1 3AN
  4. The Company Secretary  
Primesight Limited  
The MET Building  
22 Percy Street  
London W1T 2BU
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**NOTES**

**Appeals**

- (a) Under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 any person served with a discontinuance notice may appeal to the Secretary of State at any time **before** the discontinuance notice takes effect.
- (b) Should you require information on appeals you should contact the Planning Inspectorate, Advertisement Section, Room 3/17, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, BRISTOL, BS1 6PN or at <http://www.planningportal.gov.uk/planning/appeals/online/makeanappeal>
- (c) Subject to Regulation 8(6), notice of appeal in writing must be given to the Secretary of State within eight weeks of receipt of this notice, or within such longer period as the Secretary of State may allow, and the person appealing must send with the notice of appeal a copy of each of the following documents:
  - (i) the discontinuance notice;
  - (ii) any notice of variation;
  - (iii) any relevant correspondence with the authority.
- (d) On the determination of the appeal the Secretary of State is required to give such directions as may be necessary for giving effect to his determination, including, where appropriate, directions for quashing the discontinuance notice or for varying its terms.
- (e) The decision of the Secretary of State on an appeal is final.

**Withdrawal or Variation of Discontinuance Notice**

Under Regulation 8(6), the local planning authority may, by notice served on the advertiser, withdraw a discontinuance notice at any time before it takes effect, or may, where no appeal to the Secretary of State is pending, from time to time vary a discontinuance notice by extending the period at the end of which the notice is to take effect.

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 survey at the following website address: [www.camden.gov.uk/dmfeedback](http://www.camden.gov.uk/dmfeedback). We will use the information you give us to help improve our services.



# 279a Finchley Road, London NW3 6LU



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