

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

Application Ref: **2014/5891/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

5 November 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:
**349 Royal College Street
London
NW1 9QS**

Proposal:
Display of 2 internally illuminated projecting signs on Royal College Street and Kentish Town Road elevations [Retrospective].

Drawing Nos: 916-001; 13050-01 Rev P1 & 13050-02 Rev P1

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

Reason(s) for Refusal

1 Reason for Refusal

The internally illuminated projecting signs by reason of their size, number, location, design, internal illumination and cumulative impact when considered alongside the existing advertisements result in visual clutter and are considered to be harmful to the character and appearance of the host building and the surrounding streetscene.



This is contrary to Camden's Local Development Framework Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places) and Development Policies DP24 (Securing high quality design) and DP26 (Managing the impact of development on occupiers and neighbours).

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



Ed Watson
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.