

Mr Thomas Johnston
991 Great West Road
Brentford
Middlesex
TW8 9DN

Application Ref: **2015/1209/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

24 April 2015

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:
**Adjacent to Whitefield Memorial Church
Tottenham Court Road
London
W1T 4TF**

Proposal: Display of a digital illuminated signage measuring 6.6m x 3.4m x 0.4m at 1.9m from ground level.

Drawing Nos: [A00978] 01; 02; 03; 04; 05; 06; Planning Considerations.

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

Reason(s) for Refusal

- 1 The proposed digital sign, by reason of its size, siting and method of illumination would result in an overly dominant addition which would be detrimental to the appearance and character of the streetscape and the conservation area contrary to Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of Camden's



Local Development Framework.

- 2 The proposed digital sign, by reason of its size, siting and illumination close to a road and junction, would be likely to distract drivers' attention on the approach to traffic lights to the detriment of highway and pedestrian safety, contrary to Policy DP21 (development connecting to the highway network) of the London Borough of Camden Local Development Framework 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



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.