

Ms Katy Moore
Top to Toe
Kentish Town Road
London
NW5 2TJ

Application Ref: **2015/1657/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

11 August 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:
**387 Kentish Town Road
London
NW5 2TJ**

Proposal:
Display of 2x non-illuminated banner signs (flat plastic) to front elevation at first and second floor levels (Retrospective)
Drawing Nos: Site location plan; Drawing No. 1; Photos.

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

Reason(s) for Refusal

1

The proposed non-illuminated banner signs at first and second floor level by reason of their size and position on the host building are considered to be visually obtrusive and harmful to the appearance of the host building and surrounding area, contrary to policies CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.



Informative(s):

1

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

It's easy to make, pay for, track and comment on planning applications on line. Just go to www.camden.gov.uk/planning.

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.