

Treatment Architecture Ltd
11 Woodberry Crescent
London
N10 1PJ

Application Ref: **2016/4748/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

19 October 2016

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:

Drive to garages Between 254 and 256 West End Lane
Rear of 224-262 West End Lane
London
NW6 1UU

Proposal:

Retention of a non-illuminated banner mesh sign above drive and between 254 and 256 West End Lane, at first floor level.

Drawing Nos: Site Plan; Site Location Plan; 1 x Photo.

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 proposed non-illuminated mesh banner sign by virtue of its size, design, materials and location result in an incongruous addition creating visual clutter which is detrimental to the appearance and character of the adjacent buildings, streetscape and the West End Lane 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.

Informative(s):

1

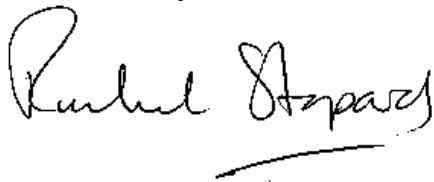
WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

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



Rachel Stopard
Executive Director Supporting Communities

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.