

Bidwells  
Seacourt Tower  
West Way  
Oxford  
Oxfordshire  
OX2 0JJ

Application Ref: **2015/3463/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

17 January 2017

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:  
**128 Albert Street**  
**London**  
**NW1 7NE**

Proposal:  
Display of 1x non illuminated fascia sign (retrospective)  
Drawing Nos: Site location plan; 6036 details; 6036 photomontage

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

#### Reason(s) for Refusal

- 1 The fascia sign by reason of its inappropriate design and size is an obtrusive and discordant feature which has a detrimental impact on the appearance of the existing building and fails to either preserve or enhance the character and appearance of the Camden Town Conservation Area contrary to Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of Camden's Local Development Framework.



## **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



David Joyce  
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](http://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.