

Planning Sense Ltd
55 St John Street
London
EC1M 4AN

Application Ref: **2017/3840/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

15 January 2018

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:
81 Kentish Town Road
LONDON
NW1 8NY

Proposal:
Display of internally illuminated fascia sign (Retrospective)
Drawing Nos: Site location plan; Ex.101; Pr.201; Cover letter dated 16th June 2017.

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 size, method of illumination and location, is detrimental to the character and appearance of the host building, the existing streetscene and the wider Kentish Town Neighbourhood Area, and is thereby contrary to policies D1 and D4 of the London Borough of Camden Local Plan 2017 and policy D3 of the Kentish Town Neighbourhood Plan 2016.

WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

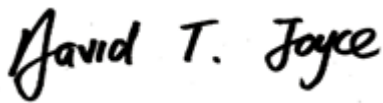


The Council has authorised the Director of Law and Administration to start prosecution proceedings in the Magistrates Court to secure removal of these advertisements.

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
Director of Regeneration and Planning

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.