

Ian Trehearne  
20 New End Square  
Hampstead  
London  
NW3 1LN

Application Ref: **2017/5628/A**  
Please ask for: **Emily Whittredge**  
Telephone: 020 7974 **2362**

8 December 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:  
**Car Park,  
Delancey Street  
London  
NW1**

Proposal:  
Display of advertisement to boundary wall.

Drawing Nos: OS Location Plan, Accompanying Statement, Montage view of the site  
September 2017.

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

#### **Reason(s) for Refusal**

- 1 The display of the advertisement, by reason of its size, scale, material, and prominent location, is an incongruent addition resulting in visual clutter which is harmful to the visual amenity of the streetscene, the character and appearance of the conservation area and the setting of the surrounding listed buildings, contrary to policies A1, D2 and D4 of the Camden Local Plan 2017.



Informative(s):

1 ENFORCEMENT ACTION TO BE TAKEN

The Director of Culture and Environment will instruct the Borough Solicitor to issue an Enforcement Notice alleging a breach of planning control.

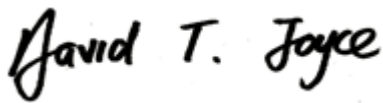
**WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS**

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](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.