

Application ref: 2018/2045/A
Contact: Matthias Gentet
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Date: 12 November 2018

Development Management
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Ideal Planning & Design
Hyde Park House
5 Manfred Road
Putney
London
SW15 2RS

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:

**35 Highgate High Street
London
N6 5JT**

Proposal:

Display of 1x externally illuminated fascia sign, 1x externally illuminated projecting sign, and 2x non-illuminated awnings. [Retrospective]

Drawing Nos: Design and Access Statement; [1422 -] 01, 02, 03, 04, 05, 06, 07, 08 revA.

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

Reason(s) for Refusal

- 1 The awnings, by virtue of their size, design, siting and location, are unsympathetic and incongruous features on the traditional shopfront and thereby represent an inappropriate form of development that is detrimental to the special architectural and historic interest of the Grade II listed building. The proposal also fails to preserve and enhance the character and appearance of the Highgate Village Conservation Area, contrary to policy D4 of the Camden Local Plan 2017 and Policy DH2 of the Highgate Neighbourhood Plan 2017.

- 2 The projecting sign, by virtue of its material and method of illumination, is an unsympathetic addition to the traditional shopfront and thereby represents an inappropriate form of development that is detrimental to the special architectural and historic interest of the Grade II listed building. The proposal also fails to preserve and enhance the character and appearance of the Highgate Village Conservation Area, contrary to policy D4 of the Camden Local Plan 2017 and Policy DH2 of the Highgate Neighbourhood 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.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

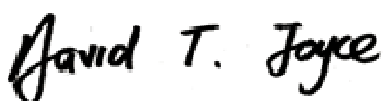
WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

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

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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.