

Application ref: 2018/3883/A
Contact: Matthew Dempsey
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Date: 14 November 2018

Development Management
Regeneration and Planning
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Mr Frener
Hillview House,
1 Hallswelle Parade
London
NW11 0DL

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:

Otto Schiff House
12 Nutley Terrace
London. NW3 5SB.

Proposal:

Display of externally illuminated estate agent board within Fitzjohn's Netherhall Conservation Area (Retrospective).

Drawing Nos: Site Location Plan, sk01 - Front elevation, Signage Details.

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

Reason(s) for Refusal

- 1 The proposed sign, by reason of its size, location, illumination and visual appearance would be out of character within this predominantly residential area, negatively impacting on the visual amenity of the area and would be visually obtrusive and thus detrimental to the character and appearance of the Fitzjohn's Netherhall Conservation Area. The development is contrary policies D1, D2 and D4 of the Camden Local Plan 2017.

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.

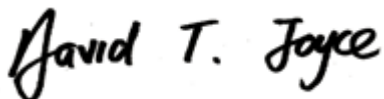
WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

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.