

Application ref: 2018/3061/A
Contact: Matthias Gentet
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Date: 4 December 2018

Development Management
Regeneration and Planning
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SRDL Shopfitting Ltd
Church Street
Milton Regis
Sittingbourne
ME10 2JZ

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:
80 Rossllyn Hill
London
NW3 1ND

Proposal: Display of 3 x externally illuminated fascia signs, 3 x non-illuminated fascia signs and a non-illuminated project sign [Retrospective].

Drawing Nos: Sketch; Block Plan; Site Location Plan; 9 x Photos; Proposed Detailed Elevations - Signage; Photo Montage RevB.

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

- 1 The proposed fascia signs and trough illumination, by virtue of their size, design, materials and locations, would be visually intrusive and unsympathetic to the character and appearance of the host building and the Hampstead Conservation Area, contrary to policies D1, D2, and D4 of the Camden Local Plan 2017 and policy EC2 of The Hampstead Neighbourhood Plan 2018.

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.

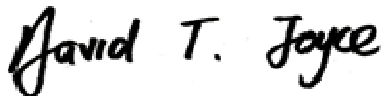
WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

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

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive style with a large initial 'D'.

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.