

Application ref: 2018/4751/A
Contact: Matthew Dempsey
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Date: 1 April 2019

Development Management
Regeneration and Planning
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ADARA
The Old House
Totteridge Green
Whetstone
LONDON
N20 8PA

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:

Solar Court
88 Delancey Street
London
NW1 7SA

Proposal:

Display of vinyl graphics to exterior of windows at ground floor level.
Drawing Nos: Site location plan: 00(GE)E001, 01 Rev A, 02, 03 Rev A.

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

Reason(s) for Refusal

- 1 The proposed vinyl, applied to the entire window, by virtue of its size, material and location would result in the appearance of a solid frontage which would harm the appearance of the shopfront and fail to preserve or enhance the character and appearance of the Camden Town Conservation Area, contrary to policy D1 (Design), D2 (Heritage), D3 (Shopfronts) and D4 (Advertisements) of the Camden Local Plan 2017.
- 2 The proposed vinyl advertising , by virtue of its size, material and location, would

reduce the active frontage and so increase opportunities for crime and fail to create a safe and secure environment, contrary to policy C5 (Safety and security) 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 2019.

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 **2 months** 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



Daniel Pope
Chief Planning Officer

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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.