

THE LONDON BOROUGH OF CAMDEN**IMPORTANT - THIS COMMUNICATION AFFECTS YOUR PROPERTY****TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED BY THE
PLANNING AND COMPENSATION ACT 1991)****THE TOWN AND COUNTRY PLANNING
(CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007****DISCONTINUANCE NOTICE**

- TO** The advertiser and owner and occupier (as specified within the Third Schedule)
of the site
- OF** 226 Camden High Street
London
NW1 8QS
1. You are using for the display of advertisement(s) the site described in the First Schedule below for which consent is deemed to be granted under the 2007 Regulations.
 2. The London Borough of Camden ("the Council") as local planning authority, for the reasons stated in the Second Schedule below, considers it necessary to require the use of the site for the display of advertisement(s) to be discontinued to remedy a substantial injury to the amenity of the locality.
 3. Acting under the powers conferred by Regulation 8 of the 2007 Regulations, the Council **REQUIRES YOU** to **DISCONTINUE** the use of the site for the display of the 1 x illuminated digital advert, located on the flank elevation of 226 Camden High Street London NW1 8QS within a period of **28 days** after the date on which this notice takes effect.
 4. This notice shall take effect, subject to the provisions of Regulation 8(5) and (6) of the 2007 Regulations, at the end of a period of **8 weeks** after the service of this notice on you.

Council reference number: EN12/0360

DATED: 05 MARCH 2020

A handwritten signature in black ink, appearing to be 'DRP', written in a cursive style.

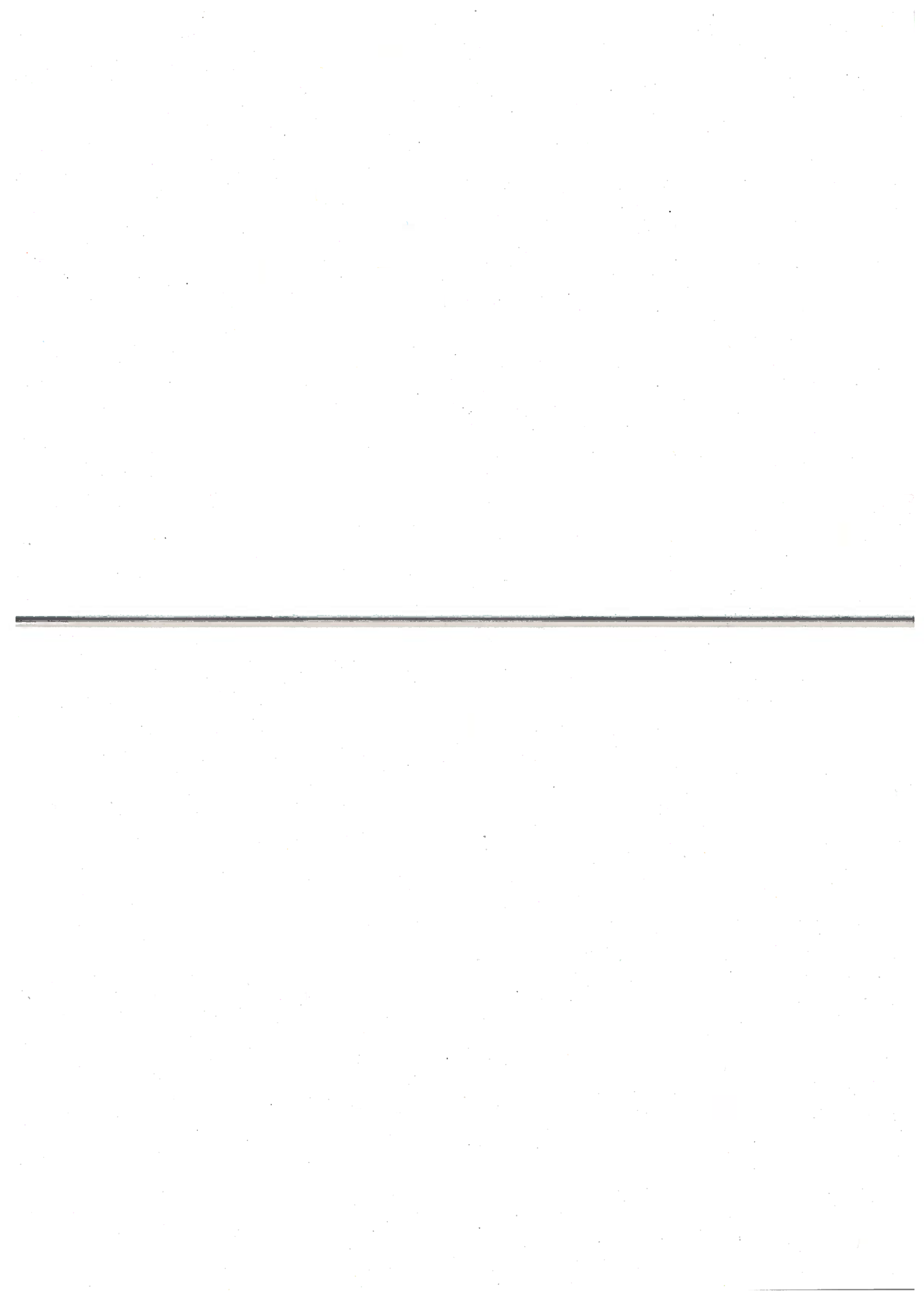
SIGNED: _____

Chief Planning Officer, Supporting Communities on behalf of the London Borough of
Camden, Town Hall, Judd Street, London WC1H 8JE.



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	<p>226 Camden High Street, London, NW1 8QS</p>	<p>Scale 1/521</p> <p>Centre = 528798 E 184075 N</p> <p>Date 2/11/2020</p>
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Council reference number: EN1 2/0360

FIRST SCHEDULE

DESCRIPTION OF SITE

The whole of the south facing flank wall at second and third floor level of 88 Royal College Street, London NW10 0TH shown edged black on the plan attached to this Notice.

The Gable Wall Advertising Right and Premises, 226 Camden High Street, London, NW1 8QS. The installation of an illuminated digital advertisement on the flank wall of the property.

SECOND SCHEDULE

REASONS FOR SERVING THE NOTICE

The digital advertisement, by reason of its size, local and illumination is an overly dominant, intrusive and discordant feature within the existing street scene, to the detriment of the appearance of the host building and the visual amenity of the existing street scene and wider area, causing substantial injury to the amenity of the locality and is thereby contrary to policy D4 (Advertisements) of Camden's Local Plan 2017.

NOTES

Appeals

- (a) Under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 any person served with a discontinuance notice may appeal to the Secretary of State at any time **before** the discontinuance notice takes effect.
- (b) Should you require information on appeals you should contact the Planning Inspectorate, Advertisement Section, Room 3/17, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, BRISTOL, BS1 6PN or at <http://www.planningportal.gov.uk/planning/appeals/online/makeanappeal>
- (c) Subject to Regulation 8(6), notice of appeal in writing must be given to the Secretary of State within eight weeks of receipt of this notice, or within such longer period as the Secretary of State may allow, and the person appealing must send with the notice of appeal a copy of each of the following documents:
- (i) the discontinuance notice;
 - (ii) any notice of variation;
 - (iii) any relevant correspondence with the authority.
- (d) On the determination of the appeal the Secretary of State is required to give such directions as may be necessary for giving effect to his determination, including, where appropriate, directions for quashing the discontinuance notice or for varying its terms.
- (e) The decision of the Secretary of State on an appeal is final.

Withdrawal or Variation of Discontinuance Notice

Under Regulation 8(6), the local planning authority may, by notice served on the advertiser, withdraw a discontinuance notice at any time before it takes effect, or may, where no appeal to the Secretary of State is pending, from time to time vary a discontinuance notice by extending the period at the end of which the notice is to take effect.