

Application ref: 2019/6285/A  
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Date: 9 October 2020

**Development Management**  
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Cardtronics Service Solutions  
Hope Street  
Rotherham  
S60 1LH  
England

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:  
**111 Highgate Road**  
**London**  
**NW5 1TR**

Proposal: Display of 2 x internally-illuminated and 1 x non-illuminated ATM signs to the shop front of the retail unit. Retrospective

Drawing Nos: E023087; NW0014; E023087 and Design and Access Statement commissioned by CardTronic Service Solutions no date.

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

#### **Reason(s) for Refusal**

- 1 The internally illuminated advertisement by reason of its design, location and method of illumination, is an incongruous feature within the shopfront, causing harm to the character and appearance of the host building and the shopping parade contrary to policies A1 (Managing the impact of development), D1 (Design) and D4 (Advertisement) of the Camden Local 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 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 **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



Daniel Pope  
Director of Economy, Regeneration and Investment

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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.