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Application Ref: **2012/3419/A**
Please ask for: **Richard Black**
Telephone: 020 7974 **4282**

30 August 2012

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
8 Kentish Town Road
London
NW1 9NX

Proposal:
Display of internally illuminated fascia and projecting signs.
Drawing Nos: Site Location Plan; A-8/A; A-8/B; 2 x photos (proposed & existing).

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

Reason(s) for Refusal

- 1 The proposed fascia sign and projecting sign by virtue of their size, design, positioning and illumination would cause demonstrable harm to the character and appearance of the host building, the Kentish Town Road streetscene and the Camden Town Conservation Area, contrary to policy CS14 (promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policy DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP30 (Shopfronts) of the London Borough of Camden Local Development Framework Development Policies.



Informative(s):

1

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