

PATRICK KEETLEY ARCHITECT  
91c St.Johns Way  
London  
N19 3QU

Application Ref: **2011/4630/L**  
Please ask for: **Philip Neising**  
Telephone: 020 7974 **1908**

12 January 2012

Dear Sir/Madam

## **DECISION**

Planning (Listed Buildings and Conservation Areas) Act 1990  
Planning (Listed Buildings and Conservation Areas) Regulations 1990

### **Listed Building Consent Refused**

Address:  
**281 Kentish Town Road**  
**London**  
**NW5 2JS**

#### **Proposal:**

Alterations to front facade involving 2 replacement CCTV cameras, 2 projecting signs with associated 2 light fittings and 1 security alarm box to retail shop  
Drawing Nos: Site location plan, 01 rev C, 02 rev D, 04 (Details of CCTV cameras), 05 (Details of hanging brackets), 07 (Details of light fitting), 07 (Detail of projecting signs), Design and Access statement by Patrick Keetley Architect dated 24/08/2011, Design and Access Statement (CCTV camera installation) prepared by Patrick Keetley Architect dated 14/10/2011.

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

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

- 1 The proposed signs and associated light fittings, by reason of their position and quantity, would result in excessive visual clutter and be detrimental to the special architectural and historic interest of this Grade II listed building, contrary to policies CS14 (Promoting high quality places and conserving our heritage) and DP25



(Conserving Camden's heritage) of the London Borough of Camden Local Development Framework 2010.

Informative(s):

- 1 You are advised that the Council raises no objection to the other elements of the proposal, and that it only objects to the projecting sign and its associated light fitting proposed on the left (southern) side of the shopfront, which is considered to compete with the traditional pawnbroker sign and introduce visual clutter to the fine shopfront.

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