

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

Application Ref: **2011/5191/A**
Please ask for: **Philip Neising**
Telephone: 020 7974 **1908**

12 January 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:
**281 Kentish Town Road
London
NW5 2JS**

Proposal:
Installation of 2 externally illuminated projecting signs (including associated 2 light fittings) to retail shop.

Drawing Nos: Site location plan, 01 rev C, 02 rev D, 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.

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

Reason(s) for Refusal

- 1 The proposed signs, by reason of their position and quantity, would result in excessive visual clutter and be detrimental to the architectural integrity of the building and the appearance of the streetscene, contrary to policies CS14 (Promoting high quality places and conserving our heritage), DP24 (Securing high quality design) and (Securing high quality design) 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 installation of only one projecting sign with associated external illumination located on the right (northern) side of the shopfront. However an additional projecting sign on the left (southern) side would compete with the existing pawnbrokers sign and introduce visual clutter to the fine shopfront.

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