

R Holding
RMW
PO Box 237
47 Green Street
Gillingham
Kent
United Kingdom
ME7 5DT

Application Ref: **2010/1134/A**

Please ask for: **Connie Petrou**
Telephone: 020 7974 **5613**

18 June 2010

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
379 Kentish Town Road
NW5 2TJ

Proposal:
Display of internally illuminated sign on the south facing flank wall at the third/fourth floor level of an end of terrace mixed use commercial and residential property (Class A1/C3).
Drawing Nos: Site Location Plan; EL/010.0019/02 (existing southern elevation); 02(southern elevation), 03 (Existing eastern elevation); 03 (Eastern elevation); 04; 01/48/lb/lighting; Supporting Statement

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

Reason(s) for Refusal

- 1 The advertisement hoarding, by virtue of its size, means of illumination, position on the building and visually prominent location is considered to be harmful to the appearance of the host building and the character and appearance of the neighbouring Kentish Town Conservation Area, contrary to policies B1 (General design principles), B4b (advertisements and signs) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.



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