

Mr David Cooper
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Application Ref: **2015/0015/L**
Please ask for: **Charles Rose**
Telephone: 020 7974 **1971**

12 March 2015

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
389 Kentish Town Road
London
NW5 2TJ

Proposal:
Proposed signage comprising the installation of 1 x wall hung projection sign - edge lit; 1 x standard entrance plaque; 1 x set of 225mm fret cut gold letters and re-gilding of existing high level letter in association with public house (Class A4).

Drawing Nos: 7238/03 A; Proposed 1/2 - Issued : 24.02.15; Proposed 2/2 - Issued : 24.02.15.

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.



- 2 All new work and work of making good shall be carried out to match the original work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reasons for granting listed building consent:

The proposed signage would be of a size, amount and type of illumination which would not harm the special interest of the listed building. The existing historic signage would be retained and refurbished preserving and enhancing the character, appearance and significance of the grade II listed building. The permission allows for the removal of the painted mural on the northern flank elevation which is not considered to be of architectural or historic value to the public house or character and appearance of the area.

The site's planning history was taken into account when coming to this decision. No representations were received as a result of public consultation.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.66 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policy DP25 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policy 7.8 of the London Plan 2011, and paragraphs 14, 17 and 126-141 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson

Director of Culture & Environment