

Poster Sites Southern
24a Park Hall Road
East Finchley
London
N2 9PU

Application Ref: **2015/6215/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

8 January 2016

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
161 Kentish Town Road
London
NW1 8PD

Proposal:
Display of non illuminated hoarding sign on the Kelly Street elevation at second floor level.
Drawing Nos: 2 x Photos; Site Location Plan - No1; Existing and Proposed West Elevation - No2.

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

Reason(s) for Refusal

- 1 The proposed non-illuminated sign, by reason of its size, position and location on the flank elevation would be visually intrusive in the streetscene and the wider area including the adjoining Kelly Street Conservation Area. The proposal is therefore considered to be harmful to the host building, the streetscene and the character and appearance of the conservation area, contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010 and policies DP24 (Securing High Quality Design) and DP25



(Conserving Camden's Heritage) of Camden's Local Development Framework
Development Policies 2010.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 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

A handwritten signature in black ink, appearing to read 'Ed Watson', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment