

Visual Communications Design
Limited
13b Morris Road
Farnborough
GU14 6HJ

Application Ref: **2016/4193/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

14 September 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:
304 Kentish Town Road
LONDON
NW5 2TH

Proposal:
Display of 2 x free standing internally illuminated signs within the forecourt and against the elevation, and an internally illuminated projecting sign affixed to the left hand free standing signage at the level of a fascia.

Drawing Nos: OS Map, EE01, ES01 and ES02.

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

Reason(s) for Refusal

- 1 The proposed free standing internally illuminated signs and internally illuminated projecting sign by reason of their design, size, siting and method of illumination would result in overly dominant and incongruous additions to the parent building, to its detriment and they would be detrimental to the appearance and character of the streetscape and the conservation area, and harmful to the setting of adjacent Listed



buildings contrary to Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework.

Informative(s):

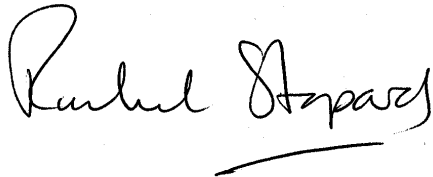
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In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Executive Director Supporting Communities