

Koupparis Associates
95 Kentish Town Road
London
NW1 8NY
United Kingdom

Application Ref: **2017/1460/A**
Please ask for: **Tessa Craig**
Telephone: 020 7974 **6750**

9 May 2017

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
121 Kentish Town Road
London
NW1 8PB

Proposal: Display of internally illuminated fascia sign

Drawing Nos: Noise Survey 198CAM, VL4-2424, 16-183-01, 16-183-02, 16-183-03, 16-183-04, 16-183-05, 16-183-06, 16-183-07, 16-183-08, 16-183-09, 16-183-10, 16-183-20 and P-746532.

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

Reason(s) for Refusal

- 1 The proposed internally illuminated fascia sign, by reason of its width, height and detailed design, would be detrimental to the character and appearance of the host building, the adjoining parade of shopfronts and the area generally. Thus, the proposal is contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; policies DP24 (Securing high quality design) and DP30 (Shopfronts) of the



London Borough of Camden Local Development Framework Development; Policies D1 (Design), D2 (Heritage), D3 (Shopfronts) and D4 (Advertisement) of the Draft Camden Local Plan 2016 and policy D4 of the Kentish Town Neighbourhood Forum.

Informative(s):

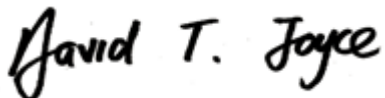
- 1 The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

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



David Joyce
Director of Regeneration and Planning