

Application ref: 2020/5605/A
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Date: 9 February 2021

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Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:

Founders House
Unit 1
180 Kentish Town Road
London
NW5 2AE

Proposal: Various signs on restaurant on ground floor: 2 x fascia signs with illuminated lettering and illuminated logo, sign with neon lettering above door, 2 menu cases, 2 lanterns and 7 up and down lights, 2 chalkboards, 7 window frosted vinyls, 1 projecting sign on Kentish Town Road elevation and 1 A-board on pavement

Drawing Nos: Site plan & location plan, Schedule of signs (dimensions and details on application form)

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

Reason(s) for Refusal

- 1 The proposed hanging sign, by reason of its large size, location at first floor level and illumination would be overly prominent and detrimental to the architectural and historic character of the locally listed building, harmful to the appearance of the streetscene and harmful to the residential amenity of occupiers of the building. It would therefore be contrary to policy D4 (Advertisements) of the Camden Local Plan 2017 and policy D3 (Design Principles) of the Kentish Town Neighbourhood Plan 2016

- 2 The proposed fascia signs and logo, and neon lettering above the door, by reason of their internal illumination, would be harmful to the architectural and historic character of the locally listed building and the visual amenity of the streetscene. They would therefore be contrary to policy D4 (Advertisements) of the Camden Local Plan 2017 and policy D3 (Design Principles) of the Kentish Town Neighbourhood Plan 2016.
- 3 The proposed chalkboards and A-board, due to their siting on the pavement, would be prejudicial to highway safety and result in unnecessary street clutter and harm to visual amenity, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer