

Alan Power Architects
13 Needham Road
London
W11 2RP

Application Ref: **2010/4030/A**

Please ask for: **Rob Willis**

Telephone: 020 7974 **6805**

23 September 2010

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

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

Advertisement Consent Part Granted/Refused

Address:

12 Kilburn High Road

London

NW6 5UH

Proposal:

Display of 2 x vertical externally illuminated signs, 1 x horizontal internally illuminated light-box and 1 x LCD screen in 3 panels on existing mixed use building.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

Display of 1 horizontal internally illuminated light-box above entrance (as shown on drawing numbers: level 01_2/prad; 02_01/prad; 340/SO2 [sign S3 only]; Site Location Plan)

Conditions and Reasons:

- 1 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country



Planning (Control of Advertisements) (England) Regulations 2007.

- 2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

b) to **REFUSE CONSENT** for:

Display of 2 high level vertical externally illuminated signs and one LCD screen in three panels (as shown on drawing numbers: 01/prad; sign 01_2/prad; 02_2/prad; and 03_2/prad340/SO2 [signs S1, S2 and S4]; Site Location Plan)

Reasons for Refusal

- 1 High level vertical externally illuminated signs (i): The proposed vertically aligned, individually illuminated letters on the front (Kilburn High Road) elevation, by reason of their position, scale and illumination, would be detrimental to the visual amenity of the host building and the wider area, contrary to policies B1 (General Design Principles) and B4 (Shopfronts, advertisements and signs) of the London Borough of Camden Replacement Unitary Development Plan 2006; to policy CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and to policy DP24 (Securing high quality design) of the London Borough of Camden Local Development Framework Development Policies.

- 2 High level vertical externally illuminated signs (ii): The applicant has failed to provide sufficient evidence to demonstrate that the external illumination of the high level lettering on the Kilburn High Road elevation would not cause light pollution to the detriment of the amenity of neighbouring residents and occupiers, contrary to policies SD6 (Amenity for occupiers and neighbours) and SD7 (Light, noise and vibration pollution) of the London Borough of Camden Replacement Unitary Development Plan 2006; to policy CS5 (Managing the impact of growth and development) of the London Borough of Camden Local Development Framework Core Strategy; and to policy DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies.
- 3 3-panel LCD screen: The proposed LCD Screen, by reason of its scale, location and design, would create visual clutter on the host building to the detriment of the appearance of the building and wider area, contrary to policies B1 (General Design Principles) and B4 (Shopfronts, advertisements and signs) of the London Borough of Camden Replacement Unitary Development Plan 2006; to policy CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and to policies DP24 (Securing high quality design) and DP30 (Shopfronts) of the London Borough of Camden Local Development Framework Development Policies.

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