

Niall Hamrahan
Planning Potential Ltd.
Magdalen House
148 Tooley Street
London
SE1 2TU

Application Ref: **2015/2436/A**
Please ask for: **Nanayaa Ampoma**
Telephone: 020 7974 **2188**

11 June 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
64 Kilburn High Road
London
NW6 4HJ

Proposal:
Display of 1 x internally illuminated fascia (letters) sign and 1 x internally illuminated projecting sign.

Drawing Nos: Site Location Plan, 14487-14, 14487-06,

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

Informative(s):

- 1 Reason for granting consent:

The application site is not listed and is not in a conservation area. However the site falls within the Kilburn Town Centre.

The proposed signage would measure 4.6 metres in length, 1.2 metres in height and would protrude from the property line by 0.1 metres (120 millimetres). This element would not be illuminated. The projected sign would measure 0.8 metres in height and 0.8 metres in length. It would also have a width of 0.2 metres (182 millimetres). The proposed projecting sign would be internally illuminated by fluorescence tube lights. Both the signs would be finished in the matching colours of blue, green and white.

The proposed fascia sign would be very similar to the existing signage. The existing signage measures 4.6 in length, 0.7 in height and 0.1 metres (101 millimetres) in width. The position of the proposed signage would also be the same as existing with the exception of the projecting sign which would be introduced.

The Town and Country Planning (Control of Advertisements) Regulations 2007 states that in deciding whether or not to approve an application for advertisement consent, the local planning authority may only consider the issues of amenity and public safety. In doing so, the National Planning Policy Framework (NPPF) and the Camden LDF is relevant.

The NPPF states that poorly placed advertisement can have a negative impact on the appearance of the built environment. These policies are reflected in supplementary guidance CPG1 (p: 8). CPG1 states that advertisement should respect the character of the existing building, its surroundings and the fabric of the building. Officers are of the opinion that the proposed advertisement has adequately satisfied the policy requirements, supplementary guidance and the NPPF and therefore should be approved.

The proposed signage would be in keeping with the character and appearance of the host property and neighbouring properties in the street. There are a number of large and small fascia signs along the high street. As such there is no particular uniform signage in terms of design or size. There are also several projecting signs some of which are larger than the one being proposed, that are internally or externally illuminated.

The proposal will not impact on any neighbour amenity or create visual clutter.

There are no highways safety issues envisaged from the propose signage. However, the proposed protruding sign would extend onto the public highway and as such the applicant will require an Overhang Licence. An informative will be attached to make the applicant aware of this requirement.

The site's planning history has been taken into account when coming to this decision. There have been no objections received.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policy 7.4 of the London Plan [March 2015], consolidated with alterations since 2011, and paragraphs 67 and 68 of the National Planning Policy Framework.

- 2 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway (including footway). Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email highwayengineering@camden.gov.uk.

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 in regard to 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', written in a cursive style.

Ed Watson
Director of Culture & Environment