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Application Ref: **2017/1992/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

22 June 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Marriot Hotel Maida Vale
Plaza Parade
Kilburn High Road
London
NW6 5RP**

Proposal:

Display of 1x halo illuminated fascia sign, 1x illuminated sign behind glazing, 2x internally illuminated projecting signs and 2x internally illuminated menu boxes.

Drawing Nos: Sign details 29596 Rev04, (3414-) 01-B, 05-J, 11, 12-D, 13-A,21-A

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 Reasons for granting permission.

The proposed signs are considered acceptable in terms of size, location, materials and method of illumination. The proposed sign to the corner entrance replaces the existing sign, in the same location, which provides a clear guide to its impact. The adverts respect the architectural features of the host building; the double height windows and three elevations to this corner building allow one fascia sign and projecting sign per elevation. In the wider street scene, the advertisements would not be considered to cause harm to the visual amenity of the immediate locality as there is a variety of existing signage including illumination. Whilst the method of illumination would cause limited light spill, the position of the signs would be an appropriate distance from the nearest neighbours and due to the low level of illumination would not disturb neighbouring occupiers.

In terms of size, siting and method of illumination the proposal is not considered detrimental to highway safety. The signs are in a typical location and at a low level

of illumination, which can be viewed at an appropriate distance on a straight road. The advertisements are not considered hazardous to road users raise no public safety concerns.

The site's planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies A1, D4 and T1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

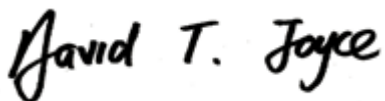
- 2 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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



David Joyce
Director of Regeneration and Planning