

Application ref: 2018/1856/A
Contact: Matthias Gentet
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Date: 15 October 2018

Development Management
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All London Signs Limited
Unit 2
1-7 Ernest Avenue
West Norwood
London
SE27 0DQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
234 Kilburn High Road
London
NW6 4JR

Proposal: Display of a non-illuminated aluminium advertising display poster case to front elevation by entrance doors.

Drawing Nos: Heritage and Design & Access Statement (Revised 25/09/2018); Site Location Plan; UCKG KILBURN - Proposed Signage & Front Elevation (Revised 19/09/2018); UCKG POSTER CASE - Detailed Signage (Revised 19/09/2018).

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 permission:

The proposal seek approval for the display of a non-illuminated aluminium frame display board within a space located to the right of the entrance to the building on the front elevation. It would seem that the area in question was specifically design for the purpose of adverting when the building was used as a theatre.

The signage originally proposed contained external illumination by means of an LED light above it. It was felt that the method of illumination was inappropriate and detrimental to the historic and listed nature of the building and was duly removed from the scheme.

The proposal is therefore considered acceptable in terms of its size, design, location, material to be used and method of illumination (non-illuminated), and would preserve the appearance and character of the host building and the streetscape, and would not harm the setting of host listed building.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming

to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

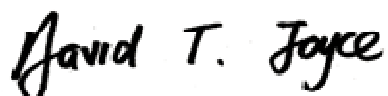
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework 2018.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning