

Application ref: 2018/3484/L
Contact: Matthias Gentet
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Date: 15 October 2018

Development Management
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All London Signs Limited
1-7 Ernest Avenue
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SE27 0DQ

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

234 Kilburn High Road
London
NW6 4JP

Proposal: Installation of an 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 Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 2 The development hereby permitted shall be carried out in accordance with the

following approved plans: 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).

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Informative(s):

- 1 Reason for granting permission:

The proposal seek approval for the installation of an 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 advertising 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 and material to be used, and would preserve the appearance and character of the host building and the streetscape, and would not harm the character or significance of the host listed building, including its setting.

The site's planning and appeal history has been taken into account when coming to this decision. No comments were received following the statutory consultations.

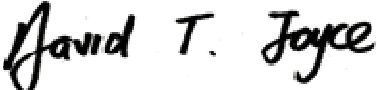
Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies D1 and D2 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.

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

David Joyce
Director of Regeneration and Planning