

Application ref: 2018/5217/A
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Date: 16 December 2018

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Evolve Architecture
Evolve Architecture
200 Worle Parkway
Worle
Weston-super-Mare
BS22 6WA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Quarters Apartments
24-32 Kilburn High Road
London
NW6 5UA

Proposal:

Alterations to existing ground floor fascia sign.

Drawing Nos: [SB-49648-040] A revA (11/12/2018), C revB (11/12/2018), D revA (11/12/2018).

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:

Permission is sought for alterations to the existing internally illuminated lettered fascia sign above the entrance door to the existing commercial unit, namely the removal of the word 'coffee' from the existing sign. The alteration is considered to make a slight improvement to the appearance of the commercial frontage by reducing the number of illuminated letters in the sign. The development would therefore not cause harm to the appearance of the host building and surrounding area and is considered to be acceptable in terms of size, design, location and method of illumination.

It is noted that the mobile barriers and branded parasol used in conjunction with the tables and chairs outside the premises are not fixed features and not require planning permission, but would require the relevant tables/chairs license.

The proposal would not impact on neighbouring amenity nor would it be harmful to either pedestrian or vehicular safety in the area.

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

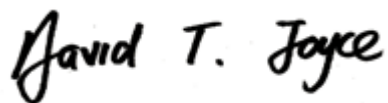
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 (As Applicable); and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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