

Application ref: 2019/1871/A  
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Date: 18 April 2019

**Development Management**  
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Four Architectre  
Hamilton House  
6 Nantillo Stret  
Dorchester  
DT1 3WN

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**48-48A Kilburn High Road**  
**London**  
**NW6 4HJ**

Proposal:

Display of 1x internally illuminated fascia sign, 1x internally illuminated projecting sign and 1x internally illuminated surround to existing Automated Teller Machine (ATM).

Drawing Nos: EX.01 - Site Location Plan; EX.01.E1; Page 3 revA (18/12/2017); Page 4 revA (18/12/2017); Page 5 revA (18/12/2017); Page 7 revA (17/12/2017); Page 8 revA (18/12/2017); Page 24 revA (18/12/2017); PR.01.E1 revC.

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 application is a revision of the previously approved scheme on 23/01/2019 (reference: 2018/5882/A) for non-illuminated signage. The proposal is now seeking the addition of internal illumination to the existing signage.

Internally illuminated signage are commonly found on commercial buildings that are not in a conservation area such as the application site. As such, the proposed internally illuminated fascia sign, projecting sign and ATM surround are considered to be acceptable in terms of size, design, location and internal method of illumination. They would preserve the appearance and character of the host building and commercial nature of the streetscape.

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

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 2019.

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 2019.

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 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer