

Application ref: 2019/3484/A
Contact: Tony Young
Tel: 020 7974 2687
Date: 2 September 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
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Turnkey Design Partnership Ltd
The Cube
19 Love Lane
Cirencester
GL7 1YP

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
278 Kilburn High Road
London
NW6 2BY

Proposal:

Display of an internally illuminated LED digital hoarding sign measuring 6.5m in width by 3.5m in height, positioned on flank wall on Kilburn High Road.

Drawing Nos: (T4461/A4/-)050, 051, 060; (T3496/A4/-)150, 151; T4461/A4/060; Cover letter from Turnkey Design Partnership Ltd (ref. PCT/T4461-7978/PLAN) dated 08/07/2019.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed advertisement, by virtue of its size, scale, design, location, method of illumination, and orientation (facing the Grade II* listed public house) would be an incongruous and bulky feature that would introduce an illuminated fixture as well as create visual clutter at high level, detrimental to the character and appearance of the host building and wider streetscene, and fail to preserve the settings of the Grade II* listed building located opposite and the adjacent locally listed public park, contrary to policies D1, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.

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 about 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