

Application ref: 2020/0983/A
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Retail Design Solutions
The Mill Store
Foundry Lane
Earls Colne
CO6 2SB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
218 Kilburn High Road
London
NW6 4JH

Proposal:

Display of 1 projecting sign and 3 internally illuminated fascia signs on new fascia board to all street frontages.

Drawing Nos: Site Location Plan 0000, 1.3 rev 1B, 1.4 rev 1B, 15.1 rev 1D, 15.2 rev 1C, 15.3 rev 1B.

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 Reasons for granting consent.

The proposed signage in this commercial context is considered to be acceptable in terms of size, design, colour, materials, location, methods of fixing and illumination, and luminance level.

The proposed signs shall replace existing signage in similar locations. However two projecting signs shall be removed from above the fascia level and one new projecting sign is proposed at fascia level which is considered an improvement. New signs shall be installed to a new timber fascia board which shall include porcelain tiles.

There will be no harm caused to pedestrian or vehicular safety or to residential amenity.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and 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 'DP', is positioned above the printed name and title.

Daniel Pope
Director of Economy, Regeneration and Investment