

Application ref: 2022/3306/A
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Date: 8 December 2022

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Adams & Sutherland
GF Studio, Highgate Business Centre
33 Greenwood Place
London
NW5 1LB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

1 Palmerston Road
London
NW6 2JL

Proposal:

Display of 1 non-illuminated sign with individual cut-out metal letters spelling 'KGCC' on the east elevation and 1 non-illuminated coloured panel with laser-cut letters spelling 'KILBURN GRANGE CHILDREN'S CENTRE' on the south elevation.

Drawing Nos: 319_001; 319_212 REVB; 319_210 REVB; Existing site plan; Existing North and East Elevations; Existing South and West Elevations.

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-

Planning permission was granted ref 2022/1748/P on 02/08/2022 for the increase in height of the fencing, installation of new automatic gate and installation of timber fencing enclosure. Advertisement consent is now sought for the display of 2 non-illuminated fixed coloured panels, spelling KGCC on the east elevation and KILBURN GRANGE CHILDREN'S CENTRE on the south elevation.

The proposed non-illuminated fascia signs, given their size, design, materials and location, are considered to be appropriate for this contemporary building and the local streetscene. Moreover, the signs would not be harmful to either pedestrian or vehicular safety in accordance with guidance given their size and positioning.

Given the nature of the works the proposal is not considered to have any amenity impact on the neighbouring properties.

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 proposal is in general accordance with policies D1 and D4 of the Camden Local Plan 2017.

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 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is centered on the page.

Daniel Pope
Chief Planning Officer