

Application ref: 2023/1170/A  
Contact: Duty Determination Team  
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Date: 30 April 2023

**Development Management**  
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A&Q Partnership (London) Ltd  
The Lux Building  
2-4 Hoxton Square  
LONDON  
N1 6NU

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**50-52 Kilburn High Road  
London  
NW6 4HJ**

Proposal:

Display of 2 x internally illuminated ATM panel signs.

Drawing Nos: 21035 170 PA 21; 21035 170 PA 04; 21035 170 PA 03; 21035 170 PA 01;  
21035 170 PA 10; 21035 170 PA 24; 21035 170 PA 23

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 permission/consent-

The proposal is for the display of 2 x internally illuminated ATM panel signs. The proposed signage is considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. The signs would have suitable luminance levels (no higher than 500 cd/m<sup>2</sup>). The proposed signage would therefore preserve the street scene and wider character of the commercial area, and is acceptable.

The signage would not be harmful to either pedestrians or vehicular safety in accordance with guidance given its size, position and low level of illumination.

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, D4 and A1 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021

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>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer