

Application ref: 2023/2902/A
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Date: 1 October 2023

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Avison Young
65 Gresham Street
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EC2V 7NQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

142-162 Kilburn High Road
London
NW6 4JD

Proposal:

Display of 5 x non-illuminated vinyl signs applied to outside surface of glazing at ground floor level.

Drawing Nos: (19180-SHE-195-)12, 14, 15; 19180-CHE-195-13; Cover Letter from Avison Young (ref. PP-12262170) dated 06/07/2023.

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 advertisement consent:

The proposed non-illuminated vinyl signage would be applied to the outer surface of shopfront glazing at ground floor level in a similar fashion to existing signage which it would replace and which has been displayed for a significant period of time.

The proposed signage is not considered to be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity.

Furthermore, the proposed signage would not obscure any features of historic or architectural significance, and would preserve the character and appearance of the commercial streetscene and wider Kilburn Neighbourhood Area.

Overall, therefore, the signage is considered to be acceptable in terms of its size, design, colour, materials, location, as well as, its absence 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 A1, D1 and D4 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer