

Application ref: 2024/0614/A
Contact: Sam Fitzpatrick
Tel: 020 7974 1343
Email: sam.fitzpatrick@camden.gov.uk
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

rpa:vision
51-53 Church Road
Ashford
TW15 2TY
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
80-84 Kilburn High Road
London
NW6 4HS

Proposal:
Display of 4 x internally illuminated fascia signs, 1 x internally illuminated projecting sign, and 4 x internal vinyl signs to shopfront glazing.

Drawing Nos:
A050; A002 Rev B; A210 Rev B; 0050/01 Signage 01-02; 0050/01 Items 19-21; 0050/01 Items 22-23; 0050/01 Item 24; 0050/01 Item 25; 0050/01 Item 04; 0050/01 Item 05; 0050/01 Item 06; 0050/01 Items 07-09; 0050/01 Items 10-11; 0050/01 Items 12-14; 0050/01 Items 15-16; 0050/01 Items 17-18; 0050/01 Item 03.

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 advertisement consent:

The proposal involves the display of four internally illuminated fascia signs, one internally illuminated projecting sign, and four internally applied vinyl signs to shopfront glazing.

The proposed fascia and projecting signage are considered to be appropriate in the context of the host building and would not dominate the elevation. The proposal would be acceptable in terms of the size, design, materials, location, and method of illumination of the proposed signage. The projecting sign is modestly sized and appropriately positioned. The method of internal illumination is considered appropriate as the site is not located within a conservation area and given the site's location within a commercial area and on a prominent and busy high street. The proposed signage would also not obscure any architectural or historic features of the building. Additionally, it would not be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor have any adverse impact on public safety or neighbouring amenity. As such, the proposal is acceptable.

The proposed display of vinyl signs applied internally to the inside of the shopfront glazing as shown on the submitted drawings, can benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore this presents a realistic fallback position, albeit a discontinuance notice could be served where there is demonstrable harm. The proposal does show window displays and vinyl graphics that obstruct views into the shop and this is generally discouraged, as excessive window displays and graphics can result in a cluttered appearance. However, in this particular case, the existing shop already has very limited visual permeability with only the main entrances offering any views in and out of the shop. Other windows are obscured by shelving or vinyls. The proposal would have no overall harmful increase in the blocking of the shop windows.

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

As such, the proposed development is in general accordance with Policies A1, D1, and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework.

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