

Application ref: 2025/1547/A  
Contact: Fast Track TY  
Tel: 020 7974 2687  
Email: Tony.Young@camden.gov.uk  
Date: 14 May 2025

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

HGP Architects Ltd.  
110 Wickham Road  
Fareham  
PO16 7JH

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**54-56 Kilburn High Road**  
**London**  
**NW6 4HJ**

Proposal:

Display of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign.

Drawing Nos: Site location plan; Dra/HGP/507/AR/200/-)40 rev 1.0, 41 rev 1.0; Signage details drawings pack (ref. P\_Kilburn - External\_v1 - pages 1 to 5) received 06/05/2025.

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 proposed signs are considered to be acceptable in terms of their size, design, locations, methods of illumination and luminance levels, and would appear in keeping with the commercial character of the host building and wider high street environment.

Though Council guidance generally discourages internally illuminated signage, in this particular instance, it is noted that the proposed signs would be suitably sized and positioned with relatively low luminance levels (no higher than 300 cd/m<sup>2</sup>) that illuminate lettering only.

The signage would 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 neighbouring amenity.

In response to concerns raised by the Council to the proposed external application of vinyl to upper floor windows shown on page 6 of the original drawings pack (ref. P\_Kilburn - External\_v1), the applicant confirmed that this did not form part of the application proposals and omitted them entirely from the document submission (removing page 6 accordingly from the drawings pack).

The site's planning and appeal 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 policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2024.

- 2 The application of grey vinyl (manifestation dots) internally to glazing on the ground floor entrance doors as shown on the submitted drawings, does not require formal determination by the Council in the form of an advertisement consent application.

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. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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