



### Planning Committee Map

Site address: Lawnfield House, Coverdale Road, London, NW2 4DJ

© Crown copyright and database rights 2011 Ordnance Survey 100025260



This map is indicative only.

**RECEIVED:** 18 December, 2012

**WARD:** Brondesbury Park

**PLANNING AREA:** Kilburn & Kensal Consultative Forum

**LOCATION:** Lawnfield House, Coverdale Road, London, NW2 4DJ

**PROPOSAL:** Advertisement consent for 1 no. non-illuminated 1200mm x 1000mm pole mounted sign to location adjacent Coverdale Road/Brondesbury Park and 1no. non-illuminated 800mm x 750mm wall mounted sign to rear existing railings adjacent to the pedestrian entrance to Lawnfield Court on Coverdale Road.

**APPLICANT:** MHA Care Group

**CONTACT:** Henry Taylor Building Surveyors (Small Works) Ltd

**PLAN NO'S:**  
See condition 2.

**RECOMMENDATION**

Approve.

**EXISTING**

Lawnfield Court is a four storey detached flatted development located on the north-eastern side of Brondesbury Park at its junction with Coverdale Road. It provides sheltered housing accommodation for 17 elderly persons flats.

**DEVELOPMENT SCHEDULE**

The table(s) below indicate the existing and proposed uses at the site and their respective floorspace and a breakdown of any dwellings proposed at the site.

**Floorspace Breakdown**

**USE**

Number	Primary Use	Sub Use
--------	-------------	---------

**FLOORSPACE in sqm**

Number	Existing	Retained	Lost	New	Net gain
--------	----------	----------	------	-----	----------

**TOTALS in sqm**

Totals	Existing	Retained	Lost	New	Net gain
--------	----------	----------	------	-----	----------

**PROPOSAL**

As above.

**HISTORY**

There is one relevant historic application with respect to advertising on the subject site and an enforcement record;

00/2240 - Installation and display of advertisement sign - Granted. 06/03/2001.

E/12/0152 (Enforcement) - The installation of 4 unauthorised advertisements to the front of the premises. 22/6/2012. These signs included two banners attached to the existing railings around the site and were removed at the request of the Council.

## **POLICY CONSIDERATIONS**

### **London Borough of Brent Unitary Development Plan 2004**

**BE2** Townscape: Local Context & Character  
**BE7** Public Realm: Streetscape  
**BE21** Advertisement Hoardings

**Supplementary Planning Guidance 8 "Advertisements other than shops"**

## **SUSTAINABILITY ASSESSMENT**

Not applicable.

## **CONSULTATION**

Thirty-five neighbouring properties were notified of the application on 8 January 2013. A total of three objection letters have been received.

The planning issues raised are as follows;

- Unacceptable impact on the character of the neighbourhood. It is totally residential. The colours proposed are too garish.
- The proposed sign at junction of Coverdale Road and Brondesbury Park could be a distraction to motorists.
- Why does Lawnfield House need to be advertised in this strident fashion? The signs are too big and are not necessary.

In addition, Ward Councillor Shaw has also expressed concern about the overall amount of advertisement proposed on this site.

These points will be further discussed within the remarks section of this application.

## **TRANSPORTATION ENGINEERS**

Officers have advised that they have no objections to the proposal, provided that the sign on the corner of Brondesbury Park and Coverdale Road is set back a minimum of 2 metres from the back of the footpath in order to avoid obscuring sightlines.

## **REMARKS**

### **AMENDMENTS TO THE PROPOSAL**

Members should be aware that Officers have sought two important amendments to the scheme during the lifetime of the application. Firstly, the freestanding sign at the junction of Coverdale Road and Brondesbury Park was re-sited so as to be 2.0 metres (rather than 1.0 metre) back from the rear of the footpath and, secondly, the sign on Coverdale Road attached to the railings adjacent to the pedestrian entrance into the property was reduced from 1.2 metres by 1.0 metres in size to 0.8 metres by 0.75 metres. For the avoidance of doubt, neither sign is proposed to be illuminated.

## **POLICY CONTEXT**

The Council's adopted policy and guidance for assessing planning applications that involve the display of advertisements of this nature are primarily set out in Policy BE2 of the Unitary Development Plan 2004 and SPG8 'Advertisements other than shops'. Policy BE2 concerns assessing the impact of any proposal on the

existing townscape and local character, whilst SPG8 provides guidance in terms of assessing amenity and public safety, on which to judge the effects of any advertisement. The Council recognises that poorly located advertisements can be particularly obtrusive and in some locations pose a danger to highway and pedestrian safety. Therefore, they will only be deemed acceptable where it is considered that the proposals would not cause harm to the character and/or appearance of an area, whilst at the same having no impact on public safety.

For the information of Councillors, UDP policy BE21 relates to advertisement hoardings and other freestanding advertisements. It is evident that this policy concerns larger signage which would normally display commercial advertising space and be displayed on main roads, rather than the sort of signs the subject of this application. In any event, it is clear that the proposal clearly satisfies all criteria with the exception of criteria (a) and the consideration of this point is discussed in this report.

Policy BE21 states that advertisement hoardings will not be approved in the following areas:

- (a) Predominately residential areas;
- (b) On or adjacent to conservation areas and listed buildings;
- (c) On open space, or where they would block important views across it, or where they would obscure other important views, landscaping or groups of trees;
- (d) Where it would lead to advertisement clutter, detract from public realm enhancements within the area and/or prejudice regeneration initiatives;
- (e) On railway embankments; and
- (f) On major roads and road junctions where distraction to drivers could be prejudicial to highway safety.

As explained above, it is evident that these considerations relate to larger advertisement hoardings which might display commercial advertising space. However, it is clear that this proposal clearly satisfies all criteria with the exception of criteria (a) in any event and the consideration of this point is set out elsewhere within this report.

## IMPACT ON THE STREETSCENE

There are two advertisements proposed here. Objectors have raised the question of whether, or not, the signs are actually needed by the applicant. However, that is a not a matter that can be reasonably considered by the Planning Authority. Instead, the planning assessment of the signage falls to be determined on visual amenity and highway safety grounds alone. For clarity, these are the only issues that can be taken into consideration when assessing any signage application.

For clarity, Officers have called the sign attached to the pedestrian entrance into the building Sign A and the freestanding sign at the road junction Sign B.

### SIGN A

This non-illuminated sign is considered, following amendments, to be of a size and scale that is not considered to be excessive in terms of its visual impact. The railings to which it would be attached either side of the pedestrian entrance are set back from the back edge of the footpath (unlike the majority of the railings which are on the back edge of the footpath), which helps to reduce still further views of the sign from along Coverdale Road. The sign will be seen in the context of well-established landscaping either side of the entrance and, on this basis, it is considered that the proposal would comply with policy BE2 of the UDP 2004 and Supplementary Planning Guidance 8 (SPG8).

### SIGN B

The consideration of the free-standing sign B is more balanced, given the form that it is proposed to take. However, Officers remain of the view that the size and scale of the sign would not be excessive. The siting of the sign has been amended so that it would now be set back 2.0 metres into the site and although it would be positioned approx. 1.3 metres above ground level, again it does need to be seen in the context of the well-landscaped grounds of Lawnfield House, the fact that this part of the road already benefits from a number of established street trees which have a significant positive impact on both long and short views of the site, and the fact that the background to the sign would be the relatively large 4 storey building itself. For the information of Members, the building on the opposite side of the Coverdale Road/Brondesbury Park

junction is of a similar height to Lawnfield House.

Adopted guidance SPG8 does state that advertisements should respect the scale and character of any buildings nearby and policy BE2 notes that they should not cause harm to the character and appearance of the locality. In consideration of these points, whilst it is acknowledged that the issue is more balanced than Sign A discussed above, Officers consider that the size, scale and location of the proposed sign would not appear visually obtrusive when viewed from various points outside the site.

There is no issue here of the proposed advertisement adding to any existing clutter in this relatively prominent location, particularly when viewed from the south up Brondesbury Park. This is, of course, one of the points of the objectors, that the proposal introduces signage where at the moment there is none, but as explained above it is considered that the particular details of this proposal mean that it can be supported. For the avoidance of doubt, other signs that might perhaps be larger, be more visible and have less of a landscaped setting than is the case here would not necessarily receive the balanced recommendation for approval that Sign B has received.

#### HIGHWAY CONSIDERATIONS

Advertisements can be refused if they are considered to have an impact on traffic or highway safety. In this case, Sign A has no impact on highway users and the Council's Highways Engineer has recommended that Sign B be set back a fairly significant distance so as to avoid any hazardous distraction to passing motorists in this location and make sure that the sign would not impact on sightlines from Coverdale Road looking north up Brondesbury Park at this mini-roundabout.

#### CONCLUSION

Officers understand that there is a desire on behalf of the care provider who runs this building to advertise its existence. Whilst objectors have questioned this, whether or not the signs are needed is not something that the Planning Authority can reasonably take into account. Instead, as with all advertisement proposals, the two issues that can be considered are the acceptability of the proposals in visual amenity and highway safety terms.

Officers consider that in the case of Sign A on Coverdale Road the proposal clearly complies with the adopted Council guidance. In the case of Sign B, the case is more balanced, given that the character of the surrounding area is for the most part residential, albeit not all single family dwellings. However, for the reasons set down above the sign is not considered to be excessive in size or be visually prominent, taking into account its revised siting and the context within which it will be seen as described above.

As such the application is considered to comply with adopted policies BE2 of the UDP 2004, as well as the guidance contained in SPG8. It is, therefore, recommended that advertisement consent be granted.

**RECOMMENDATION:** Grant Consent

#### REASON FOR GRANTING

(1) The proposed development is in general accordance with policies contained in the:-

- Brent Unitary Development Plan 2004
- Council's Supplementary Planning Guidance 8 - Advertisements (other than shops)

Relevant policies in the Adopted Unitary Development Plan are those in the following chapters:-

- Built Environment: in terms of the protection and enhancement of the environment
- Transport: in terms of sustainability, safety and servicing needs

#### CONDITIONS/REASONS:

(1) This permission is granted subject to the requirements of Regulation 14(7)(b) of the Town and

Country Planning (Control of Advertisements) (England) Regulations 2007 which states that every grant of express consent shall operate for a period of five years from the date of consent and is subject to the following standard conditions stipulated in Schedule 2 to the said Regulations:-

(i) 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.

(ii) no advertisement shall be sited or displayed so as to endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).

(iii) no advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air.

(iv) no advertisement shall be sited or displayed so as to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(v) 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.

(vi) any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public

(vii) where an advertisement is required under the Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Following the expiration of the period of five years, to which this permission relates, the advertisement(s) and all fixtures and fittings associated with it (them) shall be removed.

Reason: To conform with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

(2) The development hereby permitted shall be carried out in accordance with the following approved drawing(s) and/or document(s):

- SW/050/12/05.R1
- SW/12/050/02.
- SW/12/050/03.
- SW/12/050/05 (800mm x 750mm sign).

Reason: For the avoidance of doubt and in the interests of proper planning.

**INFORMATIVES:**

None Specified

Any person wishing to inspect the above papers should contact Sarah Baker, The Planning Service, Brent House, 349 High Road, Wembley, Middlesex, HA9 6BZ, Tel. No. 020 8937 2707