

RECEIVED: 8 February, 2011

WARD: Kilburn

PLANNING AREA: Kilburn & Kensal Consultative Forum

LOCATION: 139 Kilburn High Road, London, NW6 7HR

PROPOSAL: Advertisement Consent for the display of three internally illuminated fascia signs, one internally illuminated projecting box sign and one ornate projecting sign

APPLICANT: HARVEY & THOMPSON LIMITED

CONTACT: R S Designs

PLAN NO'S:
260-1012-004

RECOMMENDATION

Approval

EXISTING

The subject site, located on the south-eastern corner of the junction between Kilburn High Road and Glengall Road, is occupied by a four-storey building consisting of a retail unit (Use Class A1) on the ground floor with residential accommodation above. The ground floor retail unit is the subject of the current application. The site is located within the designated Primary Shopping Frontage for Kilburn Town Centre.

PROPOSAL

See above

HISTORY

This application for advertisement consent has been submitted with a concurrent planning application (11/0346) for the installation of a new shopfront and roller shutter to the property. This application also appears on the current Committee agenda.

A recent planning application (10/2533) for the change of use of the unit from charity shop (Use Class A1) to financial services (Use Class A2) was refused by the Council on 9th December 2010. The application was refused for the following reason:-

"The proposed use of the premises to provide financial services (Use Class A2) would exacerbate the existing over-concentration of non-retail units within the both the locality and wider Primary Shopping Frontage lessening its attractiveness to shoppers thus causing harm to the vitality and

viability of Kilburn Town Centre contrary to policy SH6 and SH7 of the London Borough of Brent Unitary Development Plan 2004"

This refusal followed another planning application (10/0370) for a change of use from retail (Use Class A1) to betting shop (Use Class A2), installation of new shop front and relocation of entrance doors to front and side elevations and removal of existing rear entrance to premises. This application was refused on 26th April 2010 for the following reason:-

"The proposed use of the premises as a betting shop (Use Class A2) would exacerbate the existing over-concentration of non-retail units within the both the locality and wider Primary Shopping Frontage and would fail to enhance the range of services that is already provided causing harm to the vitality of Kilburn Town Centre and lessen its attractiveness to shoppers contrary to policy SH6 and SH7 of the London Borough of Brent Unitary Development Plan 2004"

Prior to the above applications, there have been a number of other planning applications on the site although these are not considered to be of particular relevance to the determination of the current application.

POLICY CONSIDERATIONS

London Borough of Brent Unitary Development Plan 2004

BE2	Townscape: Local Context & Character
BE9	Architectural Quality
SH21	Shopfront Design

Supplementary Planning Guidance 7:- Shopfronts & Shopsigns

SUSTAINABILITY ASSESSMENT

N/A

CONSULTATION

Consultation letters, dated 21st February 2011, were sent to 12 neighbouring owner/occupiers. Three letters of objection were received in response. The concerns of the objectors relate to the occupation of the unit by H&T pawnbrokers, in terms of encouraging criminal and/or anti-social behaviour and the impact of the over provision of such uses on the retail function of Kilburn High Road. These concerns are addressed in the "Remarks" section of the report for planning application 11/0346 which also appears on this agenda.

Given the close proximity of the site to the Borough boundary, the London Borough of Camden have been consulted. They have confirmed that they have no comments to make on the application.

REMARKS

The proposal seek advertisement consent for the display of a fascia signs, a projecting box sign and an ornate sign in connection with the occupation of the premises by H&T Pawnbrokers. As Members will be aware, application for Advertisement Consent should only be considered in terms of the impact on amenity and highway safety. The use of the premises, which does not form part of the current application, is discussed in the "Remarks" section of the Committee report for planning application 11/0346 which also appears on this agenda.

The subject premises is located on the corner of a junction and therefore it has three elevations. The proposal would involve the installation of three internally illuminated fascia signs, one to each elevation, to provide a continuous display around the shop unit. The fascia signs would be constructed from powder coated aluminium trays cut to allow projecting perspex letters through

which will be internally illuminated. The levels of illumination created by each of the signs is not expected to exceed 150 candela's which is significantly below the maximum level of 1500 candela's, recommended in SPG7.

A single projecting box sign, 900mm by 600mm, would be installed to the edge of the main fascia sign, facing Kilburn High Road. The area of this box sign (0.54m²) would be below the maximum area of 1.5m² suggested in SPG7. It is considered that given the modest nature of the projecting box sign that this would be unlikely to cause any significant harm to the amenity of neighbouring occupiers or the appearance of the streetscene. A single projecting ornate sign, in the style of the traditional pawnbrokers symbol, would be attached to the fascia fronting Glengall Road. Again, it is unlikely that this sign would cause any significant harm to the amenity of neighbouring occupiers or the appearance of the streetscene.

Given the limited size and luminance of the proposed signs it is not considered that the signs would cause any significant highway safety issues.

Overall, it is considered that the proposed sign would have an appropriate appearance within the shopping parade along Kilburn High Road and that, subject to the standard conditions controlling adverts, that consent should be granted.

REASONS FOR CONDITIONS

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 7 - Shopfronts & Shopsigns

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.

INFORMATIVES:

None Specified

REFERENCE DOCUMENTS:

London Borough of Brent Unitary Development Plan 2004
Supplementary Planning Guidance 7:- Shopfronts & Shopsigns
Three letters of objection

Any person wishing to inspect the above papers should contact Ben Martin, The Planning Service, Brent House, 349 High Road, Wembley, Middlesex, HA9 6BZ, Tel. No. 020 8937 5231



Planning Committee Map

Site address: 139 Kilburn High Road, London, NW6 7HR

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