

**Committee Report
Planning Committee on 7 June, 2011**

**Item No. 3/14
Case No. 11/0556**

RECEIVED: 3 March, 2011

WARD: Preston

PLANNING AREA: Wembley Consultative Forum

LOCATION: 3-7 Lincoln Parade, Preston Road, Wembley, HA9 8UA

PROPOSAL: Proposed installation of 1 x internally illuminated fascia sign, and non-illuminated signage to be fixed to ground floor glazing panels (as amended by revised plans).

APPLICANT: t/a Oasis

CONTACT: Zachary Design

PLAN NO'S:
0591-003 (1:100)
0591-103-B (1:100)
Site Location (1:1250)

RECOMMENDATION

Approve

EXISTING

The subject premises currently vacant is a part single and part two-storey building on the corner of Carlton Avenue East and Preston Road. It has most recently been used as offices for a charitable organisation called 'Refugees Into Jobs'. The property lies just on the periphery of a designated secondary shopping frontage, properties immediately adjacent to and opposite fall within this designated parade.

This is not in a Conservation Area, nor is the building listed.

PROPOSAL

Advertisement consent is sought for the proposed installation of 1 x internally illuminated fascia sign, and non-illuminated signage to be fixed to ground floor glazing panels (as amended by revised plans).

Although no objections have been received in relation to the display of adverts this application has been submitted in association with the proposed change of use to A1/A3 (ref; 11/0555) which also appears on this Committee agenda. Therefore it is considered appropriate for this to be considered at the same time as the principle of the use.

HISTORY

11/0555 -Proposed change of use from offices to a mixed use Use Class A1 (retail) and Use Class A3 (cafe), including single storey rear extension, erection of rear extract duct, installation of new shopfront with external awning, formation of new front entrance and rear fire exit doors, along with

the creation of an outside cafe seating area to the front surrounded by 1m high fence. **Current application recommended for approval.**

07/1927 - Demolition of 2 existing detached garages to rear of building and erection of single-storey building to be used as classroom. **Granted on 26/09/07**

05/2466 - Renewal of temporary planning consent 03/3113 for the use of a portable building as temporary offices at the rear of the "Refugees Into Jobs" site. **Granted on 13/10/05**

03/3113 - Erection of temporary portable building in the rear parking area for use as offices in conjunction with main building. **Granted on 15/01/04**

POLICY CONSIDERATIONS

Brent UDP 2004

BE2 – Local Context & Character

BE9 – Architectural Quality

BE20 – Advertisements on Buildings

SH21 – Shopfront Design

SPG

SPG 7 – Shopfront and Shop Signs

Main Policy Considerations;

Impact on highway safety

Impact on character of area

Impact on surrounding amenities

SUSTAINABILITY ASSESSMENT

n/a

CONSULTATION

Transportation have not objected.

No third party representations.

REMARKS

The premises which are currently vacant are the subject of a separate application for a change to A1/A3 which also appears on this committee agenda (ref; 11/0555).

The subject site is situated on Preston Road, but just outside of the designated Primary and Secondary frontage. In this commercial area there is a wide variety of fascia and box signs.

This single storey white rendered building already has signage in the form of a non-illuminated fascia above the main entrance.

This advertisement application seeks advertisement consent for the following to be displayed;

- New centrally positioned fascia sign, which measures 3 metres by 0.6 metres. The sign is proposed to be internally illuminated.
- Either side of the central fascia the existing fascia boards are proposed for retention, these display the property address.
- New signage is also proposed to be fixed to the glass shopfront; this will be non-illuminated.

As the signage will consist of static luminance then luminance levels should accord with the levels set out in SPG 7 'Shopfronts and Shop Signs'.

The Council's Transportation Unit has formally responded advising that from a general highway safety point of view the luminance levels are acceptable, and the proposal can be supported on transportation grounds.

Summary

As the proposed external alterations are minor in nature and have been kept to a minimum it is considered the works will respect the character and appearance of the original building. The proposal is therefore considered to be in accordance with policies BE2, BE9, BE20 and SH21 of Brent's Unitary Development Plan 2004 and SPG 7 *Shopfronts and Shop Signs*. As such, this application does not present any material harm to the existing building or the surrounding occupiers. It is 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 7 -'Shopfronts & Shop Signs'

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, UDP 2003
SPG7 ' Shop fronts & shop signs'
Brent Core Strategy - July 2010

Any person wishing to inspect the above papers should contact Gary Murphy, The Planning Service, Brent House, 349 High Road, Wembley, Middlesex, HA9 6BZ, Tel. No. 020 8937 5227



Planning Committee Map

Site address: 3-7 Lincoln Parade, Preston Road, Wembley, HA9 8UA

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This map is indicative only.