

Delegated Report

Expiry Date:

28/04/2014

Officer

Tessa Craig

Application Number(s)

2014/1578/A

Application Address

O2
128 Kilburn High Road
London
NW6 4JD

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

4.no internally illuminated fascia signs and 2.no internally illuminated projecting signs

Consultations

Summary of consultation responses:

n/a

Site Description

The site is a four storey building on the northern corner of Kilburn High Road and Quex Road. It comprises a retail unit on the ground floor with residential above. The site lies within the Kilburn Town Centre, but is not within a conservation area.

Relevant History

2009/5329/A- Display of four internally illuminated fascia signs and two internally illuminated projecting signs to existing shop (Class A1). Granted 18/01/2010.

2004/4433/A Display of internally illuminated fascia and projecting signs on both the Kilburn High Road and Quex Road frontages. Granted 24/02/05

AW9802784 The display of two internally illuminated fascia signs. Granted 10/12/98

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

The application relates to four fascia signs with internally illuminated letters and two internally illuminated projecting box signs. There are four fascia signs, one on the Kilburn High Road elevation, one on the splayed corner, and two on the Quex Road elevation separated by a column.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The replacement signage is very similar to the existing signage which was granted consent in 2009. It is proposed to replace the existing internally illuminated signage with slightly different signage as part of a corporate update.

The measurements of the proposed fascia signs are identical to existing, the Kilburn High Road fascia measuring 4924mm wide, the corner fascia 1892mm, and the Quex Road fascia's 3704mm and 3325mm. All are 990mm high and 2780mm from street level to base.

The two proposed projecting signs are the slightly larger in size than the existing, 650mm x 650mm, which is .50mm larger for each dimension.

The location and method of illumination are not considered to harm the amenity of adjoining residential occupiers.

Public Safety

The location of the signage and method of illumination is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.