

# Delegated Report

Expiry Date:

11/01/2013

## Officer

John Nicholls

## Application Number(s)

2012/6015/A

## Application Address

34A Kilburn High Road  
London  
NW6 5UA

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Retrospective application for 2 x internally illuminated fascia signs (1 x front facing and 1 x side facing) for a gymnasium and x3 non-illuminated film adverts attached to the glass.

## Consultations

Summary of consultation responses:

## Site Description

The site is a five storey building located at the northeast corner of Kilburn High Road and Springfield Lane, and has is in use as a serviced apartments on the upper floors with retail store and health club at ground and basement.

The property is not listed nor is it in a Conservation Area.

## Relevant History

N/A

## 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)

NPPF - 2012

## Assessment

### Proposal

The application relates to two internally illuminated box signs adjacent to the side entrance of the gym located within the building. The signs are completely internally illuminated. They are all located under an overhang which is defined by steel beams visible on the outside of the building at approximately normal shop fascia level. The signs are all located below this level and have static illumination.

There are also three non-illuminated films signs attached to the glazing to the right of and above the entrance door of the gym.

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 signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design because they are located along a narrow side road which faces onto the side of the adjacent public house which has no windows on the flank of the building. Camden's Design Guidance (paragraph 8.12) states that the type and appearance of illumination should be sympathetic to the design of the building on which it is located and that the method of illumination should also be determined by the design of the building.

There are service apartment residential rooms above the ground floor level, however, all the signs are located underneath the overhang of the upper floors and therefore it is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The site is opposite the rear of a public house on Springfield Lane and therefore it is unlikely that they will cause disturbance to public amenity. The signs also do not front a major thoroughfare and therefore are considered acceptable in this instance.

### Public Safety

The location of the signage 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.

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