

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		23/09/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		-	
<b>Officer</b>				<b>Application Number(s)</b>			
Rob Willis				2010/4030/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
12 Kilburn High Road London NW6 5UH				See Decision Notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Display of 2 x vertical externally illuminated signs, 1 x horizontal internally illuminated light-box and 1 x LCD screen in 3 panels on existing mixed use building.							
<b>Recommendation(s):</b>		1. Grant Advertisement Consent for the proposed horizontal internally illuminated light-box 2. Refuse Advertisement Consent for the proposed vertical externally illuminated signs and the LCD screen					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses No. electronic	00 00	No. of objections	00
<b>Summary of consultation responses:</b>		None received.					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		None received.					
<b>Site Description</b>							
<p>12-22 Kilburn High Road is located towards the southern end of Kilburn High Road and comprises a modern 8 storey building with mix of uses including a library at ground floor level and residential uses above. No.12 Kilburn High Road is located on the southern corner of this development, at the junction of Kilburn High Road and Greville Road, and forms the entrance to serviced apartments located above.</p> <p>The site is located within Kilburn High Road Town Centre. The building is not listed and is not in a conservation area.</p>							
<b>Relevant History</b>							
<b>12-22 Kilburn High Road</b>							
PW9902480: Planning permission granted on 16-01-2003 for the redevelopment of the site by the erection of a new 8 storey building, comprising a library, art gallery and community facilities on the main ground and lower ground floors, 7 self-contained residential flats on the first floor, and 36 residential flats for use as either permanent residential accommodation or serviced apartments (occupation for less than 90 days) on the upper floors, together with two levels of basement parking.							

## Relevant policies

### Replacement Unitary Development Plan 2006

- SD6 – Amenity for occupiers and neighbours
- SD7 – Light, noise and vibration pollution
- B1 – General Design Principles
- B3 – Alterations and extensions
- B4 – Shopfronts, advertisements and signs

### LDF Core Strategy and Development Policies

*The Inspector's Report into the Camden Local Development Framework Core Strategy and Development Policies Development Plan documents ("DPD"s) was published on 13th September and found the policies in the DPDs to be sound.*

*This means "considerable weight" can now be given to these LDF policies even though at this stage they have yet to be formally adopted by the Council. Where there is a conflict between UDP policies and these LDF policies the Planning Inspectorate would consider it reasonable to follow the latter .*

*However prior to formal adoption UDP policies should still be taken into account as the Council's adopted Development Plan.*

- CS5 – Managing the impact of growth and development
- CS14 – Promoting high quality places and conserving our heritage
- DP24 – Securing high quality design
- DP26 – Managing the impact of development on occupiers and neighbours
- DP30 - Shopfronts

## Assessment

Advertisement consent is sought for the following:

- Two vertically aligned, individually illuminated letters on the front (Kilburn High Road) elevation, from a height of 10.8 metres from ground level. These letters would each measure approximately 75cm in height, and the full advertisements would both measure 7m;
- One internally illuminated fascia sign at entrance to serviced apartments, located on Greville Road, next to the junction with Kilburn High Road. The sign would measure 1.3m wide by 32.7cm high. The letters on the sign would be individually illuminated;
- Three LCD screens on the Greville Road elevation, next to the entrance to the serviced apartments. The screens would be aligned vertically, and would measure 3.4 metres in height, starting from 0.37 metres from ground level.
- The proposals would also involve the removal of existing temporary advertisements on the host building.

As this is an application for advertisement consent, the main issues to be considered are amenity (including impact on visual amenity) and public safety.

### (1) Amenity

#### Visual amenity

The application site comprises a modern development with commercial uses in a town centre location. As such, it can be expected that advertisements may be displayed at ground floor level, subject to detailed visual amenity considerations.

*Horizontal internally illuminated light-box :* The proposed internally illuminated fascia sign would be located in the centre of the panel above the entrance door to the property (the panel measures 3,000mm x 700mm). It is considered that the proposed fascia sign is acceptable in terms of visual amenity, given its modest scale and appropriate situation, above an entrance door to the serviced apartments above.

**LCD screen** : The three proposed LCD screen is of notable size, reaching a height of 3.4 metres. Whilst the pictures shown on the screens would be static, the images on the screen would alternate. The introduction of alternating images as an architectural element on an otherwise static building, taken together with the size of the proposed screens, would contribute to visual clutter on the host building at ground level, to the detriment of the appearance of the building and the wider area.

**Vertical externally illuminated signs** : The proposed vertically aligned letters would be located at a considerable height, and are of significant scale, when compared to the other advertisements proposed. The Camden Planning Guidance SPD (adopted December 2006) states on page 6:

*“Generally advertisements will only be acceptable at a height no greater than fascia level. Advertisements above fascia level can appear visually obtrusive and unattractive and if an advertisement is required at high level for a specific business use then this will usually be restricted to windows”.*

It is considered that this element of the proposals would create a visually obtrusive, cluttered feel on the host building. They would not be appropriate to the town centre location of the application site, being out of scale with the surrounding area, which is characterised by smaller scale advertisements and building features. This impact would be exaggerated further by external illumination of the lettering. This element of the proposals therefore contradicts policies B3 and B4 of the Camden Unitary Development Plan and policies DP24 and DP30 of the Camden Development Policies Development Plan Document 2010, which seek to ensure that such works are appropriate to their context. Given the opportunity to advertise the premises at ground level (as also proposed in this scheme), there does not appear to be any special business requirement for the provision of any form of advertisements above fascia level of this building.

It is noted that the Marriott Hotel, located further south along Kilburn High Road, was granted consent for vertically aligned illuminated lettering in 2000. However, it is considered that the granting of permission for this scheme over ten years ago (long before the adoption of the current UDP and supporting Camden Planning Guidance) is not a sufficient precedent to justify the approval of the proposals being considered here.

## **Light pollution**

It is considered that the level of any light output from the proposed fascia sign and three proposed LCD screens would not have an unacceptable impact on local amenity, given their location at ground floor/ fascia level, and their limited scale.

The information provided with the application does not provide sufficient information regarding the method and level of illumination for the proposed high level lettering to allow an adequate assessment of their impact on amenity. The letters would be located directly opposite residential premises on the opposite side of Kilburn High Road (the closest affected property being at a distance of 21 metres), and so there is a risk that harm could be caused to local residents through light pollution. Given that the letters would start from a height of 10.8 metres from ground level, would each measure approximately 75cm in height, and the full advertisements would both measure 7m, it is considered that the resulting light pollution could potentially have an unacceptable impact on amenity for these premises.

## **(2) Public safety**

The proposals do not raise any concerns regarding public safety.

## **Conclusion**

Whilst the proposed horizontal internally illuminated light-box is considered to be acceptable, the proposed LCD screen and vertically aligned individually illuminated letters are considered to be unacceptable on the grounds of visual impact and the potential for light pollution. Furthermore, inadequate information has been provided to demonstrate the acceptability of the vertically aligned

individually illuminated letters in relation to potential harm caused by light pollution.

Recommend approval of the proposed horizontal internally illuminated light-box. Recommend refusal of the proposed LCD screen and vertically aligned individually illuminated letters.

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