

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		10/08/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		-	
<b>Officer</b>				<b>Application Number(s)</b>			
Rob Willis				2010/2416/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
2 Maygrove Road London NW6 2EB				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 externally illuminated fascia sign and non-illuminated projecting sign to front of motorcycle shop (sui generis). Also non-illuminated directional sign to side, and internally illuminated projecting sign to rear.							
<b>Recommendation(s):</b>		<b>Grant advertisement consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions or Reasons for Refusal:</b>		<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses No. electronic	<b>00</b> <b>00</b>	No. of objections	<b>00</b>	
<b>Summary of consultation responses:</b>	None received						
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	None received						
<b>Site Description</b>							
2 Maygrove Road comprises a single storey building that is used as a showroom for motorcycles, with workshops behind that can be accessed using an existing alleyway. It is adjacent to the junction of Maygrove Road and Kilburn High Road, and is close to Kilburn Station, located partly underneath a railway bridge. It forms the north-west tip of Kilburn High Road Town Centre.							
Aside from the application site, and a single adjacent A2 use (no. 2A Maygrove Road), Maygrove Road is predominantly residential in character, with three storey Victorian terraced houses with basements on both sides of the road leading away from no.s 2 and 2A.							
<b>Relevant History</b>							
2005/1924/P: Planning permission granted on 28/07/05 for a change of use from retail (Class A1) to a motorcycle shop (Sui Generis).							

## Relevant policies

### Replacement Unitary Development Plan 2006

B1 – General Design Principles

B3 – Alterations and extensions

B4 – Shopfronts, advertisements and signs

### LDF Core Strategy and Development Policies

*As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.*

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

Under Planning Policy Guidance Note 19 (PPG19) Outdoor Advertisement Control, the display of outdoor advertisements can only be controlled in the interests of amenity and public safety. These matters are dealt with in turn below.

### Amenity

The most significant potential impact of the proposed advertisements on visual amenity relates to the proposed externally illuminated fascia sign, internally illuminated hanging sign and non-illuminated projecting sign on the Maygrove Road frontage.

Although there is a small illuminated sign above a shop on Kilburn High Road at the junction with Maygrove Road, there are currently no illuminated signs on Maygrove Road itself.

The proposed new fascia sign would be externally illuminated across its length, and would measure 750mm high by 11m wide (the same size as the existing, non-illuminated fascia). The nearest residential premises that would have a view of the proposed new signs comprise:

- No. 2 Shoot Up Hill, a house that has been subdivided into flats: the side elevation has windows that face onto Maygrove Road, and are located approximately 19 metres away from front elevation. Amenity at this premises is likely to be considerably more compromised by existing proximity to Kilburn High Road and the rail bridge above the application site than by the provision of a downlit fascia sign;
- The premises on the northern side of Maygrove Road: these are located approximately 25 metres from the application site, and views are restricted because of the angle of view.

It is considered that the provision of external downlighting, rather than internal illumination, will minimise the potential impact on surrounding residential properties. It will also minimise the potential impact of the proposed new fascia on the surrounding area. The proportions of the non-illuminated projecting sign are considered to be appropriate, matching the height of the fascia. It is considered that the internally hung illuminated sign has deemed consent within Class 12, under the Town and Country Planning (Control of Advertisements) Regulations 2007.

The application site is not within a conservation area, and the corner of Maygrove Road and Kilburn High Road, under the railway arches, is not considered to be of a character that would be visually particularly sensitive to the proposed new fascia and hanging sign.

The non-illuminated directional sign to side of premises is not considered to be harmful, as it would fit in with other non-illuminated signs at this location. The illuminated sign to the rear of the site (the workshop area which can be accessed using an alleyway) is considered to be acceptable: whilst there are no illuminated signs here at present, this is a working alley with workshops and light industrial-type processes, and as such is not considered to be as visually sensitive as the front elevation facing Maygrove Road.

**Public safety**

The application would involve the introduction of new fascia and other signage to the application site. It is considered that none of the proposed signage would cause a danger to public safety.

**Conclusion**

The application does not raise concerns in relation to public safety. Whilst the proposed signage would mark a change in the character of the entrance to a residential street by introducing illuminated signage, it is considered that, on balance, the proposals would not cause sufficient harm to amenity to warrant refusal.

**Recommend** : approval.

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