

Delegated Report		Analysis sheet		Expiry Date:		08/07/2010	
		N/A / attached		Consultation Expiry Date:		17/06/2010	
Officer				Application Number(s)			
Gavin Sexton				2010/2027/P 2010/2065/A			
Application Address				Drawing Numbers			
146-162 Kilburn High Road 4-10 Kingsgate Road London NW6				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
2010/2027/P: Erection of a new shop front to street elevation of 146-162 Kilburn High Road in connection with the conversion of existing ground floor retail units to provide one single retail unit (Class A1).							
2010/2065/A: Erection of internally illuminated fascia sign and two internally illuminated projecting box signs to front elevation of retail unit (Class A1).							
Recommendation(s):		Grant planning permission Grant Advertisement consent					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	11	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Site notice placed on 26 May for three weeks. No responses.					
CAAC/Local groups* comments: <small>*Please Specify</small>		LB Brent: No objections					
Site Description							
The site is located within the Kilburn High Road Major Centre immediately adjoined to the north and south by the continuation of the retail frontage with commercial above. To the east, across Kingsgate Road, lie a 5-storey block of flats called Daynor House and Quex Road Methodist Church.							
The site is not in a Conservation Area.							
Relevant History							
2010/1174/P – granted in March 2010 – for Non material amendments to planning permission granted on 11/1/2008 (2007/4650/P). Amendments include alterations to doors and louvres on Kingsgate Road elevation.							

The site has a complex history relating to an appeal against non-determination which was later dismissed. Subsequently in 2007 (2007/4650/P) the application **was approved** for “Partial demolition, refurbishment and conversion of upper floor office space (Class B1) and construction of additional (4th) storey at 146-162 Kilburn High Rd to provide 38 residential units (32 private, 6 shared ownership) within two blocks, plus courtyard, secondary residential entrances (Kilburn High Road), primary residential entrance and new refuse stores/cycle parking (Kingsgate Place). Erection of mainly 4, but partly 3-storey block with roof terrace & balconies fronting Kingsgate Road comprising 14 social rented residential units; plus new refuse stores/cycle parking on Kingsgate Road frontage; and enclosed mechanical equipment at first, second and third storey levels)”.

In 2008 an application for Approval of Details further to conditions attached to the above permission was **part granted/part refused** : Approval was granted in respect of conditions, 2 (external facing materials), 3 (details of grille/vent coverings, 4 (proposed slab levels) and 16 (lifetime homes). Approval was refused in respect of condition 13 (ground investigation).

In 2009 permission was granted for **variations of conditions 5, 8 and 10** of the above planning permission.

Relevant policies

Replacement Unitary Development Plan 2006

B1 General Design Principles

B3 Alterations and Extensions

B4 Shopfronts, Advertisements and Signs

SD6 Amenity for Occupiers and Neighbours

Camden Planning Guidance 2006:

Chapter 43: Shopfronts

Chapter 2: 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.

CS1 - Distribution of growth

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

The proposals involve the installation of a new shopfront across the 5 bays of the application site. A corresponding new fascia and two internally illuminated projecting signs are proposed to meet the needs of the new tenants. The key planning considerations are the design of the shopfront and the design and siting of the advertisements.

Shopfront

The original submission has been modified following officer advice. A low stallriser (increasing in height along the sloping site from a minimum of 100mm) has been added in silver and additional columns have been inserted, aligned with the bays at first floor to establish the division of the shopfront across the multiple units. The main entrance would be set back by 1m from the shopfront. With the exception of the columns the whole of the shopfront is glazed and therefore this small recess would be entirely visible to passersby and would not raise any community safety issues.

There is a variety of shopfronts in the area, with an inconsistent approach to traditional features such as pilasters, extent of glazing and stallrisers. The proposals take account of the features of the host buildings and provide a suitable compromise between the proportions of glazing to structure. Overall the design of the shopfront is acceptable.

Signage

The main fascia would have two signs fitted with the name of the tenant, each centred on shopfront columns. The fascia would be completed in aluminium with a Perspex area of lettering. The individual letters of the tenants name would be illuminated by the fluorescent tubes within the 150mm deep fascia. The fascia would be approx 1.1m tall. The signage is an acceptable size and position and is in keeping with the scale of the fascia and shopfront. The internal illumination of individual lettering is modest enough to be acceptable and meets Camden's guidance.

The projecting signs at fascia level would be 150mm deep, 400mm tall and would project approx 900mm. These dimensions are considered acceptable for the scale of shopfront.

The dimensions, illumination and positions of the advertisements would mean they would not constitute a danger to pedestrians or road safety and are acceptable.

The proposals would not have an impact on neighbours in terms of outlook, daylight or sunlight.

Recommend: grant planning permission and advert consent.

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