**Advertisement Consent ApplicationStatement for the Installation of a Replacement Shopfront**

**at**

**328c Kilburn High Road**

 **London**

**NW6 2QN**

1. **Introduction**

* 1. This Advertisement Consent Application Statement has been prepared in support of an application for the installation of a replacement shopfront at 328c Kilburn High Road, London NW6 2QN.
	2. The application site comprises the ground floor unit of a four storey mid terraced property on the north eastern side of Kilburn High Road opposite Brondesbury Train Station. The unit operates as a Persian restaurant.
	3. The street scene comprises a mix of A1, A2 and A3 uses at ground floor level with flats above. The frontages to the ground floor unit are not uncommon of a mix used frontage such as this and exhibit fascias of a variety of depths, with different sized lettering, together with a number of projecting signs. Some of the shopfronts and signage are internally illuminated.

2. **The Proposed Development**

2.1The proposed development would involve therecessing of the existing shopfront

 back into the premises by 1.95m, though maintaining its design and style. The

 proposed development would not have an adverse impact upon the character or

 appearance of the street scene.

3. **The Planning Case**

3.1 The application site is located within an existing mixed use frontage in a

 commercial area of Kilburn where, in accordance with local and national planning

 policy, there is no objection to the replacement of a shop front, subject to the

 detailed local and national policy considerations.

3.2 The proposed shop front is to be as the existing one in terms of its design, style,

 materials of construction and colour, though it is to be setback within the unit by

 1.95m to allow for customer seating outside, to the front of the restaurant, though

 covered the roof of the existing building.

3.3 The application also includes the use of the land to the front of the premises, to

 a depth of two metres, for the siting of tables and chairs for customer use at all

 times during opening hours of the premises, and for the siting of tables and

 chairs on land to a depth of two metres to the front of the adjacent units at 326

 and 328b Kilburn High Road, after 7pm until closing, daily.

The Policies

3.4The Camden Local Plan (June 2017) policy relevant to the consideration ofthis

application is;

* CP3 - Shopfronts

3.5 The National Planning Policy Frameworkhas guidance at paragraph 67 relevant

 to this application.

3.6 The recessed shopfront would have an acceptable impact upon the character

and appearance of the property and the street scene. The character of both

would not significantly alter as a consequence of the recessing of the shopfront

and the siting of tables and chairs to the front of it, both under the overhanging

roof and on the pavement to the front of the unit and the adjacent units. The

 recessed shopfront would not materially alter the contribution that the property

makes to the street sceneand the proposal is therefore acceptable from a street

scene point of view.

3.7 Similarly,the siting of tables and chairs to the front of the properties at 326 and

328b Kilburn High Road after 7pm daily would not have an adverse impact upon

the character and appearance of those properties or the wider street scene. The

 siting of tables and chairs across three consecutive frontages would not in any

 manner detract from the character of the immediate area or represent an over

 concentration of such a use in adjacent units. They would be unobtrusive

elements of the street scene and would not detract from the area.

3.8 Instead of having an adverse impact, the proposal would attract more people to

 the area, to sit, dine and relax at the restaurant. It would increase the

 attractiveness of the locality with the positive benefit of increased spending in the

 area.

3.9 The shopfront would not have any flashing signs or images and would

accordingly, not have an adverse impact upon the safety of the adjacent

highway.

4**POLICY CONSIDERATIONS**

4.1 Considering the proposed recessed in the light of the relevant Local Plan policy,

it is evident that it is in compliance with the policy.

4.2 Policy CP3 of the Local Plan states the Council will expect a high standard of

design in new and altered shopfronts. In assessing applications, the Council will

consider:

a. the design of the shopfront, including its details and materials;

b. the existing character, architectural and historic merit and design of the building and its shopfront;

c. the relationship between the shopfront and the upper floors of the building and surrounding properties;

d. the general characteristics of shopfronts in the area; and

e. community safety and the contribution made by shopfronts to natural surveillance.

4.3 With regards to these issues, the proposed recessed shopfront is entirely

acceptable. In keeping the design and character of the existing frontage, the

recessed frontage would not have a significant impact upon the character or

 appearance of the property or the street scene. The design of the shopfront

 would be as existing and it would therefore retain the character of the property

 and the area. The relationship between the shopfront and the uppers floors of

 the building would remain entirely satisfactory, while the relationship between the frontage and those at the neighbouring and surrounding shops and other ground floor units would be acceptable. The recessed frontage would not in any manner be a jarring or discordant element of the street scene.

4.4 The recessed shopfront not have any adverse impactsupon community safety.

 Natural surveillance from the frontage would still be possible and the opportunity

 for criminal activity would not arise from the proposal. Accordingly, the proposed

 recessed shopfront at 328c Kilburn High Road is in full compliance with Policy

CP3 of the Local Plan.

4.5 With regards to national policy, paragraph 67 of the National Planning Policy

 Framework (NPPF) states poorly placed advertisements can have a negative

 impact on the appearance of the built environment. Well placed advertisements

 can therefore have a positive and acceptable impact. The recessed shopfront the subject of this application would, as with the existing frontage, have an

 acceptable impact.

5**CONCLUSION**

5.1 As has been described and discussed in this application statement, the proposed

recessed shopfrontand the siting of the tables and chairs to the front of 326,

328b and 328c would be entirely acceptable in this location in terms of impact

upon the character and appearance of the building, the immediate street, the

wider area and upon highway safety. The proposal would provide an attractive

element of the street scene and would enhance the character of the area.

5.2 The development would comply with the relevant Local Planpolicies and the

 advice contained within the National Planning Policy Framework and is therefore considered to be an acceptable form of development for this site. Bottom of Form