

Application No:	Consultees Name:	Received:	Comment:	Response:
2019/3484/A	CHARLES OPENSHw	24/08/2019 10:55:10	OBJ	I object because the display of insensitively designed or sited adverts can harm the appearance of a listed building, or detract from its setting
2019/3484/A	CHARLES OPENSHw	24/08/2019 10:55:26	OBJ	I object because the display of insensitively designed or sited adverts can harm the appearance of a listed building, or detract from its setting
2019/3484/A	Karl Mrowiec	23/08/2019 09:42:27	OBJ	Completely unnecessary to have this "Finchley Road" - type sign next to Grange Park. Unnecessary light pollution and as a future resident of the new development next door (Park Place), I will strongly campaign to take this down once it has been built as this will immensely frustrate residents.
2019/3484/A	Joanne Scott	23/08/2019 12:34:16	OBJ	I am writing as the CAMRA Pub Protection Officer for the North West London Branch and object to the planning application for installation of an internally illuminated LED digital hoarding sign at 278 Kilburn High Road. It is adjacent to the Grade II listed Black Lion public house (Historic England listing: 1379254). The LED sign would cause harm so close to this listed building and its surroundings. Historic England's heritage protection guide states "The display of insensitively designed or sited adverts can harm the appearance of a listed building, or detract from its setting. The erection of a new sign or advert of any size on or attached to a listed building would almost always required listed building consent as it is very likely to be considered an alteration that affected its character as a building of special architectural or historic interest." This proposal should also be refused because it does not comply with policy 7.1.5 of the Draft London Plan - "As set out in Policy D1 Development Plans and strategies should demonstrate a clear understanding of the heritage values of a building, site, or area and its relationship with its surroundings." Please also consult Historic England and the Victorian Society regarding this application. CAMRA urge the planning officer to refuse this application.
2019/3484/A	Bm Shaughnessy	23/08/2019 18:12:24	OBJ	<p>From the Communities and Local Government Guidelines regarding outside advertising- "In practice, amenity is usually understood to mean the effect upon visual and aural amenity in the immediate neighbourhood of displaying the advertisement, or using an advertisement site, where passers-by, or people living there, will be aware of the advertisement. So in assessing amenity, the planning authority will always consider the local characteristics of the neighbourhood.</p> <p>The local characteristics of this neighbourhood are the entryway to a popular and well used park and with a listed (pub) building opposite whicj also operates as a hotel. A LED sign measuring 6.5m in width by 3.5m in this sensitive position would damage both the amenityof the surroundings and cause significant light pollution and environmental impact. This entry to Kilburn Grange Park is especially vulnerable to commercial 'creep' from the High Road and allowing such a hoarding sign would be unwise. Please, for the sake of the community, refuse consent for this.</p>