

Delegated Report

Expiry Date:

13/02/2013

Officer

Carlos Martin

Application Number(s)

2012/6752/A

Application Address

60 Cricklewood Broadway
London
NW2 3ET

Application Type:

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s):

Refuse Advertisement Consent

Proposal(s)

Display of 1x non-illuminated advertisement hoarding on side elevation of existing building.

Consultations

Summary of consultation responses:

N/A

Site Description

The application site relates to an end-of-terrace four-storey building located on the east side of Cricklewood Broadway, on the junction with Skardu Road. The site is not listed and does not form part of any conservation area. The hoarding would be located on the Skardu Road elevation.

Relevant History

None

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

Proposal

The application relates to a non-illuminated hoarding sign 6.3m wide by 3.0 m high which would be located at approx 2nd floor level. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

Camden Planning Guidance 1 (para. 8.17) states that in areas which have a mix of uses or predominantly in commercial use some hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building or feature and its surroundings and as long as they are designed and positioned as an integral feature of the building.

Crickelwood Broadway is part of a designated neighbourhood centre and therefore hoardings may be acceptable in principle. However, in this case, the proposed hoarding would be highly visible and it is considered that it would be prominent in local and longer views due its size and location.

It is considered that the size and siting of the proposal would be such that it would be unduly dominant in relation to the host building, and cannot be considered as an appropriate/integral feature to this highly prominent elevation.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation

The proposed advert is contrary to policies CS14 and DP24 of the Local Development Framework and the application is therefore recommended for refusal.

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