

Application ref: 2020/0875/A
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Date: 5 October 2020

Development Management
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Wildstone Planning
22 Berghem Mews
Blythe Road
Brook Green
London
W14 0HN
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
102 Cricklewood Broadway
London
NW2 3EJ

Proposal: Display of LED media screen (6m x 3m) and logo box.

Drawing Nos: Site Location Plan: PA 01, PA 02, PA 03, PA 04, PA 05, PA 06. Covering letter: Wildstone Planning 21/02/2020.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reasons for Refusal

- 1 The proposed advertisement, by virtue of its size, design, location and illumination, would result in an unduly dominant and incongruous fixture to the host property and streetscape, would create visual clutter, detrimental to the character and appearance of the host property and wider streetscene, and would be harmful to the setting and special interest of the nearby locally listed buildings (Nos 82 - 100 Cricklewood Broadway), contrary to policies D1, D2 and D4 of the Camden Local Plan 2017.
- 2 The proposed sign, by reason of its size, siting, manner (sequential display) and illumination would be likely to distract drivers and other road users, endangering pedestrian and highway safety, contrary to Policies A1, T1 and D4 of the Camden Local Plan 2017.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is positioned above the printed name and title.

Daniel Pope
Director of Economy, Regeneration and Investment