

# Delegated Report

Expiry Date:

09/10/2020.

## Officer

Matthew Dempsey

## Application Number(s)

2020/0875/A

## Application Address

102 Cricklewood Broadway  
London  
NW2 3EJ

## Application Type:

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s):

Refuse Advertisement Consent

## Proposal(s)

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

## Consultations

### Summary of consultation responses:

No responses have been received from members of the public.

## Site Description

The host building is a three storey brick built property with pitched roof, on the corner of Cricklewood Broadway and Richborough Place, forming a terrace of similar properties. The ground floor fronting Cricklewood Broadway, and corner site, is in commercial use similar to other properties along the Broadway. The upper floors and rear appear to be in residential use with the access to the upper flat from Richborough Place, which is itself mostly residential in character. An existing non-illuminated billboard is in place at the second floor, fixed to the Richborough Place elevation so as to be mostly noticeable to pedestrians and vehicular traffic travelling Northwards along Cricklewood Broadway. The dimensions of the existing Billboard are 6m by 3m by 0.4m.



Image 1 from Google streetview. Existing Billboard to host site.

The property is not listed nor within a conservation area, however; directly opposite the existing billboard is a terrace of locally listed buildings, Nos.82 – 100 Cricklewood Broadway (Red brick buildings on the right side of image 1 above). The existing billboard does not benefit from Advertisement Consent from the Local Planning Authority and is subject of a Planning Enforcement Investigation.

## Relevant History

### Planning Records:

**8480177** - Display of an internally illuminated projecting box sign measuring 0.80m x 0.38m x 0.15m affixed to the left of and adjacent to the first floor windows as shown on one un-numbered drawing. **Refused 03/10/1984**

**PW9702224** - Alteration to shopfront, as shown on drawing numbers; Ga/1/97, Ga/2/97, Ga/3/97, Ga/4/97, Ga/5/97 and Ga/6/97. **Granted 23/04/1997.**

**PW9902542** - The erection of a freestanding double garage at the rear, as shown on drawing numbers JJSP.1, SSA19-21/16-24 and SSA19-21 and letters dated 26 July 1999 and 31 August 1999. **Granted 07/09/1999.**

### Enforcement Records:

**EN20/0350** - Advertisement billboard on the side of 102 Cricklewood Broadway. **Ongoing investigation 04/05/2020.**

### Other History:

#### 60 Cricklewood Broadway

**2012/6752/A** - Display of 1x non-illuminated advertisement hoarding on side elevation of existing building. **Refused 08/02/13, Appealed 08/03/13, and dismissed 27/07/13.**

## Relevant policies

### National Planning Policy Framework 2019

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

### The London Plan 2016

Draft New London Plan 2019

### The Camden Local Plan 2017

A1 (Managing the impact of development)

D1 (Design)

D4 (Advertisements)

T1 (Transport)

### Camden Planning Guidance

CPG – Advertisement (2018)

CPG – Design (2019)

CPG – Amenity (2018)

CPG – Transport (2019)

### Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough.

## Assessment

### 1.0 Proposal

- 1.1 Advertisement consent is sought for the following works:
- Display of LED screen to second floor elevation on Richborough Place.
  - The screen would be 6 metres wide, 3 metres in height, and would project 0.06 metres from the elevation. The base of the screen would be 6.79 metres from ground level.
  - The illuminated screen would display multiple sequential static advertisements on a timed rotation, anticipated to change once every 10 seconds.
  - A logo box is also proposed which would sit beneath the main screen.
  - The logo box would be 1.5 metres wide, 0.5 metres in height and would project 0.10 metres from the elevation.
  - The maximum illumination level proposed would be 300 cd/m<sup>2</sup>.
- 1.2 During the course of the application process, the applicant has offered to reduce the maximum illumination level to 150 cd/m<sup>2</sup>.
- 1.3 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.

### 2.0 Amenity

- 2.1 Camden Planning Guidance states that good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the host building as little as possible.
- 2.2 Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment.
- 2.3 Generally advertisements will only be acceptable at fascia level or below. Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties. If an advertisement is required at high level for a specific business use then this will usually be restricted to non-illuminated images on windows.
- 2.4 Care should be taken to ensure that an illuminated advertisement does not become unduly dominant in the street scene, disturb adjoining residents at night, or cause safety hazards to drivers (See also section 3 re: Public Safety).
- 2.5 Digital advertisements are by design visually prominent and attention grabbing with their illuminated images, especially when they are large in size. They are not suitable for locating in some areas. Factors which make a location less suitable for digital screens include locations within predominantly residential areas; near (locally) listed buildings; and where the advertisement could become the most prominent feature of the street scene.
- 2.6 The illuminated screen would be highly visible from the Junction of Cricklewood Broadway and Richborough Place, and also from the vehicular and pedestrian traffic travelling north along the Broadway. It is considered that the proposed illuminated screen would be prominent in local and longer views due its size, location and illumination, even with a

reduced level of illumination.

- 2.7 It is considered that the size and siting of the proposal would be such that it would be unduly dominant, and cannot be considered as an appropriate or integral feature to this highly prominent elevation. It would also have a detrimental impact on the streetscene in the context of the residential properties along Richborough Place and in particular it would have a jarring visual impact on the setting of the non-designated heritage assets across the road (Nos 82 – 100 Cricklewood Broadway).
- 2.8 Design and Conservation Officers were consulted on the scheme and consider the proposed digital screen is not appropriate for the host property due to its size and dominance.
- 2.9 A more appropriate advertisement in this location would be a traditionally hand painted sign, as can be seen at the next junction to the north along Cricklewood Broadway at Ash Grove.



Image 2 from Google streetview. Hand painted sign to Ash Grove elevation.

- 2.10 It may be noted that the non-illuminated hand painted sign shown in Image 2 above has a sense of propriety in the street scene, whereas both the existing billboard (image 1) and the proposed digital screen are considered overly dominant and incongruous to the host property.
- 2.11 It is noted that the existing billboard in place, as confirmed by the applicant, is no longer in viable use, and should therefore be removed in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 2.12 The application should therefore be refused on the grounds of impact on amenity, by way of harm to the character of the host building and the street scene.

### 3.0 Public Safety

- 3.1 Camden Planning Guidance states advertisements will not be considered acceptable where they adversely impact upon public safety.
- 3.2 Transport Officers were consulted on the scheme and although they did not raise a formal objection to the proposal, they do note the proposed advertisement would be illuminated in contrast to the existing billboard arrangement. Officers consider the introduction of illumination to be a significant alteration to the existing arrangement.

- 3.3 Given the position of the proposed advertisement at second floor level, internally illuminated and prominently located in the line of sight for northbound vehicles along Cricklewood Broadway and/or vehicles turning right onto Richborough Road, the screen is considered to raise public safety issues in terms of distracting drivers, other road users and pedestrians on Cricklewood Broadway travelling northwards. The LED Screen would appear particularly prominent at night and could pose a distraction to moving traffic.
- 3.4 The proposed sequential display is of particular concern, as although the images would be static, there would be a regular change to the static image. This aspect of the proposal is considered to cause a greater distraction to drivers than the existing arrangement.
- 3.5 The application should therefore be refused on the grounds of potential impacts to public safety.

#### **4.0 Recommendation**

- 4.1 The proposed advert is contrary to policies A1, D1, D4 and T1 of the Camden Local Plan and the application is therefore recommended for refusal.
- 4.2 **Refuse Advertisement Consent.**