

Application ref: 2024/1756/A
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The White House Design Ltd
7 Whittle Parkway
Slough
SL1 6DQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
25 Parkway
London
NW1 7PG

Proposal:
Display of 3x non-illuminated fascia signs across the Parkway and Arlington Road elevations and 1x internally illuminated lettering sign behind the glazing to Parkway elevation.

Drawing Nos:
Planning statement (prepared by White House Design, dated July 2024);
KKC/25/2024/A1/R1; KKC/25/2024/A2/R2.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or

aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

1 Reasons for granting consent:

The site is a ground floor commercial unit in use as a restaurant and is located on the southern side of Parkway at the junction with Arlington Road. It is within the commercial sub area of Camden Town Conservation Area with a predominant mix of retail and restaurant uses at ground floors. The site is identified as making a positive contribution to the Conservation Area and retains many of its architectural features from its original use as a public house.

The proposal seeks to display signage for a new restaurant. The signs mostly replace the existing display. The proposals have been revised to amend the painting of the building from black to grey, which would be similar to the existing colour.

The proposed signs consist of non-illuminated fascia signs to the front elevation on Parkway and secondary elevation on Arlington Road. They are considered acceptable in terms of size, location, and detailed design as they respect the architectural detail and are appropriate to the character of the host building. They are modest in scale and would not be considered unduly dominant in the street scene, which would not detract from the character and appearance of the host

building or surrounding area. As such, the proposal would preserve the character and appearance of this part of the Camden Town Conservation Area which is predominantly commercial in character within the Camden Town Centre.

The proposal would preserve the character and appearance of the conservation area overall. The council has had special regard to the desirability of preserving the character and appearance of the Conservation Area.

In terms of size and siting, the display would not disturb neighbouring residential occupiers. With respect to public safety, due to the location at fascia level shop frontage, they would not be considered such a distraction that would cause harm to pedestrians, cyclists, drivers, or other road users.

No objections have been received prior to making this decision. The site's planning history was considered when making this decision.

As such, the proposal is in general accordance with Policy D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 2023.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer