

ARP Architects
31 Oval Road
Camden Town
London
NW1 7EA

Application Ref: **2017/0707/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

10 April 2017

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
25 Parkway
London
NW1 7PG

Proposal: Erection of 2x retractable awnings with adverts on Parkway elevation and erection of 1x retractable awning with advert on Arlington Road elevation

Drawing Nos: Site location plan (ref; 3134 / PA1.10); 3134 PA2.33 Rev A; 3134 PA2.31 Rev A; 3134 PA2.34; 3134 PA2.32; 3134 PA2.21; 3134 PA1.21; 3134 PA1.31; 3134 PA1.32; Design and access statement dated 02.02.2017.

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

Reason(s) for Refusal

- 1 The proposed advertisement awning by reason of its prominent corner location and design would result in visual clutter detrimental to the character and appearance of the host building and Camden Town Conservation Area, contrary to Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP30 (Shopfronts) and Policies D1(Design), D2 (Heritage),



D3 (Shopfronts) and D4 (Advertisement) of the Draft Camden Local Plan 2016.

Informative(s):

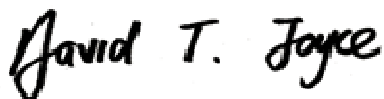
- 1 The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

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

Yours faithfully



David Joyce
Director of Regeneration and Planning