

Mrs Khorshid Meihami
OROSI DESIGN
FLAT 74
TOWNSHEND COURT
TOWNSHEND ROAD
LONDON
NW8 6LD UK

Application Ref: **2017/4171/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

5 December 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
63-65 Parkway
London
NW1 7PP

Proposal: Display of 2 externally illuminated (lettering only) fascia signs.

Drawing Nos: Site location and block plans; (H0-63-)171 rev 01, 172 rev 02, 173 rev 02, 174 rev 02.

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.

- 6 The existing 2 projecting signs and upward facing LED tube shall be removed as shown on the approved drawings, no later than 6 months from the date of this planning permission.

Reason: To safeguard the appearance of the premises and the character of the immediate area against potential visual clutter in accordance with the requirements of policies D1, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting advertisement consent:

The 2 proposed fascia signs would both be externally illuminated using LED trough lighting. As such, they are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination. Concerns were initially raised with regards to the proposed external uplighters in so far as these might emit light and glare upwards towards the residential flats above, the appropriateness of using acrylic and plastic materials within the Camden Town Conservation Area, as well as, the extent to which lettering would project outwards. In response, the applicant revised the proposals to include suitably housed LED trough lighting facing downwards, and painted lettering only on timber fascia

boards. Amended drawings were submitted to this effect and are considered to be acceptable.

Further, it is noted that the applicant has agreed to remove 2 unused projecting signs, an upward facing LED tube, and a pair of awnings from the front of the building. These changes are considered to improve upon the existing cluttered appearance of the shopfront within the Camden Town Conservation Area and are welcomed by the Council.

Overall, it is therefore considered that the revised proposals would not have any adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would they significantly alter the character or appearance of the building or detract from the wider Camden Town Conservation Area, and would be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision.

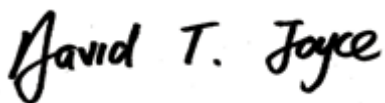
As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2012.

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 in regard to your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning