

Application ref: 2019/0278/A  
Contact: Jennifer Walsh  
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Date: 25 July 2019

**Development Management**  
Regeneration and Planning  
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Insignia Signs  
Unit 7  
Albion Park  
Albion Way  
Leeds  
LS12 2EJ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Advertisement Consent Granted and Warning of Enforcement Action**

Address:

**Earl of Camden PH**  
**55 Parkway**  
**London**  
**NW1 7PN**

Proposal:

Display of 2 x halo illuminated lettering fascia signs, 1 x externally illuminated hanging sign and 3 x internally illuminated menu case. [Retrospective]

Drawing Nos: Site Location Plan 17 01 19CC Rev A page 4; Vintage Industrial Cage Bulkhead Wall Light Details; Existing Elevations Page 3 17 01 19CC Rev C; 17 01 19 CC Rev C - 16 07 19 dr;

The Council has considered your application and decided to grant permission 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 **WARNING OF ENFORCEMENT ACTION**

The existing unauthorised internally illuminated fascia signs are considered to be harmful to the character and appearance of the host building and wider Camden Town Conservation Area, and as such, enforcement action may be taken in relation to this should the unauthorised display of signage not be removed within 1 month of the date of this advertisement consent being granted.

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.

## **ENFORCEMENT ACTION TO BE TAKEN**

The Council has authorised the Planning Department to instruct the Borough Solicitor to issue an Enforcement Notice alleging breach of planning control

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is centered on the page.

Daniel Pope  
Chief Planning Officer