

Application ref: 2019/4172/A  
Contact: Mark Chan  
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**Development Management**  
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Technical Signs  
Hille Business Centre  
132 St Albans Road  
Watford  
WD24 4AE  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**85-87**  
**Parkway**  
**London**  
**NW1 7PP**

Proposal: Display of 2x externally illuminated fascia signs and 1x internally illuminated projection sign.

Drawing Nos: Location Plan, Heritage Statement, Design and Access Statement, 596135-1, 25\_01\_02, 596135-3 Rev E and 596135-4 Rev D.

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 Reason for granting consent:

This application seeks advertisement consent for the display of 2x externally illuminated fascia text replacement and 1x internally illuminated projection sign.

The proposed projecting sign will be circular in shape and made of opal-coloured acrylic. The 'Pizza Express' logo made of black Aluminium will be inlaid into the circular sign. The sign will have a dimension of 0.6m wide x 0.72m high. The sign will be installed at fascia level between No. 85 and No. 87 Parkway and will be internally illuminated by warm white LEDs at 200 cd/m<sup>2</sup>.

The proposed fascia signs will be made of timber and painted black. The sign at No. 85 will have handwritten white letterings whilst the sign at No. 87 will have letterings by applying gold leaf. The fascia signs will be installed within the existing fascia recess on ground level and will be externally illuminated by warm white LEDs lights fitted into black steel trough on the top of the signs at 300 cd/m<sup>2</sup>.

Given that the application site is within the Camden Town local centre and surrounded by commercial units, the signs are considered to be acceptable in design and the colour palette and materials are in keeping with the character and appearance of the listed building and site context and would not create or

contribute to visual and physical clutter. The sign accord with the parameters set out in the approved signage strategy.

It is not considered that the proposed advertisement would cause undue harm to amenity and neither is it considered that the proposed advertisement would cause harm to public safety, including the safety of persons using the adjacent highways or hinder movement along the pavement or pedestrian footway.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the provisions of the National Planning Policy Framework 2019.

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.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer