

Application ref: 2020/1451/A
Contact: Obote Hope
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Date: 21 May 2020

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Change the Use
Admark House
2 West Street
EWELL
KT17 1UU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
46-50 Parkway
London
NW1 7AH

Proposal: The display of 1 x non illuminated fascia sign.

Drawing Nos: 01 and 02.

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

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 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 advertisement consent:

The proposed fascia sign would be subservient in size to the shopfront and would not unacceptably obscure any historic features of the building. The fascia sign would be constructed from materials sympathetic to the host building. As such, the proposed sign is considered acceptable in terms of size, design and location and would preserve and enhance the character and appearance of the Camden Town Conservation Area.

The sign would not be illuminated, block sight lines, emit glare, or disrupt pedestrians. As such it is considered that the sign will not impact on the neighbours' amenity nor be harmful to either pedestrians or vehicular safety.

No objections were received prior to determination. The site's planning history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2016 and 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