

Application ref: 2020/4100/A
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Date: 23 December 2020

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Delta Bravo Group Ltd
Academy House
403 London Road
Camberley
GU15 3HL
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Shop And Premises At Basement And Ground Floor
1 Parkway
London
NW1 7PG

Proposal:

Display of 1x existing fascia sign and 1x projecting sign (externally illuminated).

Drawing Nos: Site Location Plan DB468-LP, DB468-EX03 A, DB469-SG01 C, DB468-SG02 C.

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 Reasons for granting advertisement consent:

The replacement fascia sign is considered to be acceptable in terms of design, scale, materials, and; in terms of method, type and level of illumination proposed. The new fascia panel shall be positioned within the existing shopfront mouldings at fascia level illuminated by a trough light. A new square projecting sign shall also be installed at fascia level, 700x700mm, which is also externally illuminated. All illumination shall be limited to 200cd/m². All proposed signage is considered acceptable.

It is not considered that new signage will have any adverse impact on neighbouring residential amenity, or to have any negative impact on pedestrian or vehicular safety.

The proposed signage does not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the host building or the wider Camden Town Conservation Area.

No objections were received prior to the determination of this application.

The site's planning and appeals history has been taken into account when coming

to this decision.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2017, 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