

Application ref: 2021/0344/A  
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Date: 1 July 2022

**Development Management**  
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SMD ARCHITECTS LTD  
SMD Architects Ltd  
4th Floor, 205 Regent Street  
Mayfair  
London  
W1B 4HB

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### **Advertisement Consent Refused and Warning of Prosecution Action to be Taken**

Address:  
**75 Parkway**  
**London**  
**NW1 7PP**

Proposal:  
Display of 1x externally illuminated fascia sign and 1x projecting sign.

Drawing Nos: Application form; Location Plan (2002-001); 2002-002; 2002-003; 2002-004 RevA; 2002-005 RevA; 2002-006 RevA; 2002-007 RevA; 2002-008 RevA; 2002-009 RevA; 2002-020; 2002-020 A; 2002-030 RevA; 2002-040; 2002-041

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

#### Reason(s) for Refusal

- 1 The spotlights and their siting would not relate to the design of their setting and host building, and are not a high standard of design and detail. Their siting, design, and appearance would harm the character of the wider conservation area, harming the visual amenity of the area. As such, the proposal is contrary to policies D1 (Design), D2 (Heritage), D3 (Shopfronts), and D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

1 ENFORCEMENT ACTION TO BE TAKEN

Authorisation has been sought to instruct the Borough Solicitor to issue an Enforcement Notice alleging a breach of planning control. You are advised to contact the enforcement team to discuss next steps.

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 2021.

**WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS**

The Council has authorised the use of prosecution proceedings in the Magistrates Court to secure removal of these advertisements (the spotlights).

The Council is prepared to allow you a period of **14 days** from the date of this letter in order to remove the advertisements. If the advertisements have not been removed during this period, the Borough Solicitor will be instructed to start proceedings.

I must warn you that the display of such advertisements without the benefit of advertisement consent is a criminal offence pursuant to Section 224 of the Town and Country Planning Act 1990.

Yours faithfully



Daniel Pope  
Chief Planning Officer

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It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.