

Application ref: 2022/2387/A
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Project 5 Architecture LLP
8 Waterson Street
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
22-24 Parkway
London
NW1 7AA

Proposal:
Display of 1 non-illuminated fascia sign to shopfront and 2 non-illuminated projecting signs.
Drawing Nos: 8212 CSPC-PAS01; 8212 CSPC-PAP01; 8212 CSPC-PAS02; DESIGN
AND ACCESS STATEMENT; 8212 CSPC-PAP02

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:

The proposals involve the replacement of the existing fascia sign on Parkway elevation, and 2 existing hanging signs on Parkway and Arlington Road elevations in the same overall position. The projecting signs would be 3.3m above the ground. This is ample clearance for passing pedestrians and it would not be harmful to pedestrian or vehicular safety.

The proposed signage would be modest and similar in appearance to the existing signage, and would be acceptable in terms of its siting, proportions, materials and design. None of the signs would be illuminated. It would preserve the character and appearance of the host building, street and the conservation area. There would be no harmful impact on neighbour amenity or public safety of highway users.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017. It also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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.

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

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer