

Technical Signs
Hille Business Centre
132 St Albans Road
Watford
Hertfordshire
WD24 4AE

Application Ref: **2014/6466/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

23 December 2014

Dear Sir/Madam

DECISION

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

Advertisement Consent Part Granted/Refused

Address:
194 A Haverstock Hill
London
NW3 2AJ

Proposal:
Retention of 2 x lamppost, 3 x glazed windbreaks mounted on 6 metal posts and 2 x fabric windbreak mounted on 4 x metal poles within the forecourt. Display of 1 x internally illuminated menu box, post box and take away signs to front elevation and 1 x internally illuminated mobile menu stand.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

Retention fabric windbreak mounted on 4 x metal poles within the forecourt. Display of 1 x internally illuminated menu box, post box and take away signs to front elevation and 1 x internally illuminated mobile menu stand.

Drawing Nos: [438702-]1 RevA; 2 RevB; 3RevB; 4RevB; 5 RevC; 6 RevC;

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.

b) to **REFUSE CONSENT** for:

Retention of 2 x lamppost, 3 x glazed windbreaks mounted on 6 metal posts.

Drawing Nos: [438702-]1 RevA; 2 RevB; 3RevB; 4RevB; 5 RevC; 6 RevC;

Reasons for Refusal

- 1 The proposed glazed windbreaks mounted on metal posts, by reason of their siting, design number, material and fixed nature would result in visual clutter harming the character and appearance of the host building and the wider streetscene contrary to policies CS14 of the London Borough of Camden Local

Development Framework Core Strategy; and policy DP24 of the London Borough of Camden Local Development Framework Development Policies.

- 2 The proposed fixed lamp posts, by reason of their siting, height and design would appear as over-dominant structures resulting in visual clutter harming the character and appearance of the host building and the wider streetscene contrary to policies CS14 of the London Borough of Camden Local Development Framework Core Strategy; and policy DP24 of the London Borough of Camden Local Development Framework Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about 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 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment