

Mr Stelios Constantinou  
4 Narcissus Road  
London  
NW6 1TH

Application Ref: **2015/4182/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

4 September 2015

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**69-73 Mill Lane**  
**London**  
**NW6 1BN**

Proposal:  
Installation of 3x retractable awnings  
Drawing Nos: Site location plan; Photo of existing awnings; 1003-04B

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 consent

The proposed retractable canvas awnings are considered appropriate in terms of size, position, design and materials to the character and scale of the building and locality. The awnings are proposed as an integral part of the shopfront because they are flush with the fascia level within a blind box positioned between the pilasters and do not obscure the features of the shop front. They exceed our guidance for minimum distances to the pavement and kerb edge.

They would not harm the visual amenity of the area as they would not be unduly dominant in the street scene and they take into account the character of the site and the parade of shops it sits within.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

A letter of support has been received and duly taken into account prior to making this decision. The sites planning history and relevant enforcement cases were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 55-67 and 126-141 of the National Planning Policy Framework.

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 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 'Ed Watson', written in a cursive style.

Ed Watson  
Director of Culture & Environment