

Mr Barry Hinduja
40 Natal road
New Southgate
London
N11 2HX

Application Ref: **2015/6144/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

18 December 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
46 Phoenix Road & 100 Chalton Street
London
NW1 1ES

Proposal:
Display of 3 x non-illuminated fascia signs.
Drawing Nos: Cover Letter (dated 21/04/2015); Cover Letter (dated 23/07/2015); Cover Letter (dated 19/10/2015); Email Authorising Amendments (dated 09/12/2015); Heritage Statement (revised 11/12/2015); Site Location Plan; Design and Access/Planning Statement (revised 11/12/2015); CHA PF2/R3 (revised 07/12/2015); CHAL F1R3 (revised 07/12/2015); PS1/R1; PS2/R1; PHD F1; PHD F2.

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 proposal is to replace an array of unauthorised signage which are the subject of an enforcement case. The application was originally to retain the unauthorised signage in situ. However, these were deemed to be unacceptable for obscuring decorative moulding framing each of the shopfront sections and would not be granted advert consent or associated listed building consent. Therefore the unlawful signage would be removed and replaced by the proposed non-illuminated fascia signs to Chalton Street and Phoenix Road elevations.

The proposal will not obscure any significant architectural features or otherwise visually harm the appearance of the building, and is considered to be acceptable in terms of its location, proportions, materials and design. The proposal will preserve the setting and special architectural interest of the listed building.

The site's planning and appeal history has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2015 consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67, 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