

Mr Hammad Khan
Design Endeavours
3 Benham Gardens
Hounslow
London
TW4 5JZ

Application Ref: **2015/5946/A**
Please ask for: **Kate Phillips**
Telephone: 020 7974 **2521**

8 March 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
154 Fleet Road
London
NW3 2QX

Proposal:
Display of non-illuminated signs on retractable awnings on each street-facing elevation of public house.

Drawing Nos: P - 154FS - 01 Rev B; P - 154FS - 02 Rev B; Floor Plan (Ref. No. 001503)

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The materials to be used for the development shall be as detailed in the application



hereby approved, unless otherwise agreed in writing with the Local Planning Authority.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 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.

- 4 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.

- 5 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.

- 6 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.

- 7 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.

- 8 The development hereby permitted shall be carried out in accordance with the following approved plans: P - 154FS - 01 Rev B; P - 154FS - 02 Rev B; Floor Plan (Ref. No. 001503).

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

1 Reasons for granting permission

The proposed adverts would relate sensitively to the host building and the structures on which they would be placed (the retractable awnings). By virtue of their size, design and siting, the proposed adverts would not detract from the visual amenities of the wider area. Furthermore, the adverts would not impact detrimentally upon public safety.

Neighbouring occupiers were consulted on the application. One objection has been received prior to making this decision which has been duly taken into account prior to making this decision. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in general accordance with Policies CS1, CS5, CS7 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and Policies DP1, DP10, DP12, DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with Policies 2.15, 4.7, 4.8, 4.9, 7.4, 7.6 and 7.8 of the London Plan 2015; and the provisions of paragraphs 17, 23-27, 55-66 and 126-141 of the National Planning Policy Framework 2012.

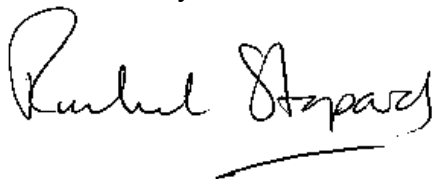
2 The applicant is advised to discuss the proposal with the Council's Licensing Team if customers will be able to take drinks out onto the pavement.

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



Rachel Stopard

Director of Culture & Environment