

Mr Ahmed Rahim
ARKI DESIGN AND BUILD LIMITED
22 St Andrews Road
London
NW9 8DL

Application Ref: **2016/1846/A**
Please ask for: **Samir Benmbarek**
Telephone: 020 7974 **2534**

6 May 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
2B England's Lane
London
NW3 4TG

Proposal:
Display of an externally illuminated fascia sign and awning
Drawing Nos: P-100 (includes OS Extract); P-101

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 advertsiement consent:

The proposed externally illuminated fascia sign would measure 0.43m in height and 1.82m in width and will project from the façade by 0.03m. The lettering will be made of stainless steel with a black and gold finish and will be placed on a timber fascia board with a black painted finish. The proposed retractable awnings will include the occupiers' logo and lettering and would not be out of character with the host property and with other neighbouring building on the street that have similar retractable awnings and signage.

The application site is located within the Belsize Park Conservation Area and the proposal is considered to be acceptable in terms of its scale, size, design, method of illumination and location. It would not adversely impact on neighbouring residential amenity or be harmful to either pedestrian or vehicular safety and would preserve and enhance the character and appearance of the area.

The applicant's site history and relevant appeal decisions 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, policies DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Policies. The proposed development also accords with policy 7.4 of the London Plan (March 2015), and paragraphs 67 and 68 of the National Planning Policy Framework.

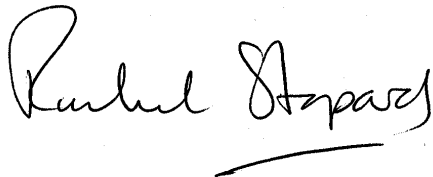
- 2 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway (including footway). Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email highwayengineering@camden.gov.uk.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Supporting Communities