

Miss Laura Fenner
Dover Design Associates
Studio 24
25-27 Bickerton Road
London
N195JT

Application Ref: **2016/6148/A**
Please ask for: **John Diver**
Telephone: 020 7974 **6368**

17 January 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
106 Fleet Road
London
NW3 2QX

Proposal:

Replacement adverts to existing chip shop including timber painted fascia panel with signwritten graphics; a timber illuminated projecting sign; awning with printed logo; a hanging menu inside the shopfront; and temporary hoarding graphics whilst the fit out is being carried out.

Drawing Nos: 07.006.098, 07.006.099, 07.006.110 E, 07.006.111

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 permission. [Delegated]

The proposed hand painted, non-illuminated fascia sign, awning, hanging menu, temporary hoarding graphics and illuminated timber projecting sign are considered to be acceptable in terms of size, design, location and method of illumination. The design of the proposed adverts is considered to be of a suitable size and proportion in relation to the front elevation of the property and the alterations would not obscure any architectural feature in accordance with CPG1 (Design). The proposed hanging sign is properly aligned and scaled to the shopfront and the proposed LED picture lighting to this element is considered appropriate. The proposed signage will preserve the appearance and character of the host building, the conservation area and the streetscape.

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

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

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

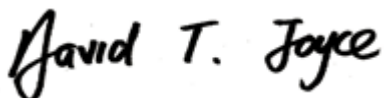
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the London Plan 2016 and 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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities