

Mr Diego Guadalupi
People and Space
Unit 2
Tower House
Hoddesdon
EN11 8UR

Application Ref: **2017/3195/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

19 July 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
44-46 England's Lane
LONDON
NW3 4UE

Proposal:
Display of retractable awning with sign, 1x internally illuminated fascia, and 1x vinyl applied externally to front of existing retail unit.

Drawing Nos: Site location plan; B1/B2/484_(02, 03, 04); Design and Access Statement dated May 2017; Product Manual; Sign summary table.

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 The proposed internally illuminated lettering fascia sign and the non-illuminated retractable awning are considered acceptable in terms of size, position, design and method of illumination. The fascia sign would replace similar signage. The awning would be fixed below fascia level, hung above the shopfront and exceeds the minimum height requirement of 2.3m in line with guidance. The proposed vinyl to the external glazing at ground floor level is considered acceptable, as a large portion of the window display would still be maintained.

The advert signs and awning do not obscure any architectural features and would not be obtrusive in the street scene or to neighbouring occupiers. The location of the signs is not considered harmful to either pedestrians or vehicle traffic.

The application site's planning history was 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 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 A1, D1, D2, D4 and C5 of the Camden Local Plan 2017. The proposed development also accords with policies of The London Plan 2016 and the National Planning Policy Framework 2012.

- 2 The applicant is advised that the proposal to apply internal vinyl signs as shown on the submitted drawing is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority by way of an advertisement consent application.

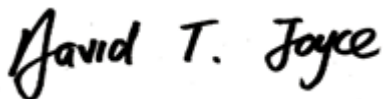
- 3 The applicant is also advised that the proposed awning as shown on the submitted drawing is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority by way of an advertisement consent application. By virtue of section 222 of the Town and Country Planning Act 1990, the awning would have deemed planning permission as it is in accordance with the Regulations 2007.

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



David Joyce
Director of Regeneration and Planning