

Mr Rodrigo Moreno Masey
MORENO MASEY ARCHITECTURE
STUDIO
BM1E.04
10 BARLEY MOW PASSAGE
LONDON
W4 4PH

Application Ref: **2015/3012/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

29 June 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
200 Haverstock Hill
London
NW3 2AG

Proposal:

Display of x1 internally illuminated fascia sign (face/halo lit lettering only) fixed to painted timber fascia, x1 externally illuminated (trough lit) projecting sign, x1 internally illuminated wall fixed menu box, x1 non-illuminated menu box attached to free-standing external planter, and lettering to awning.

Drawing Nos: Site location plan; 003 Rev P1, 004 Rev P2; (GBK Belsize-) 1 Rev C, 2 Rev D, 3 Rev A, 4 Rev C; Emails from Moreno Masey Architecture Studio (dated 02/06/2015 and 09/06/2015).

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 consent:

The proposed display of an internally illuminated fascia sign (face/halo lit lettering only) fixed to painted timber fascia, an externally illuminated (trough lit) projecting sign, an internally illuminated wall fixed menu box, a non-illuminated menu box attached to existing free-standing external planter, and lettering to new fabric on an existing awning are considered to be acceptable in terms of size, design, method of illumination and location and will not impact on the neighbour's amenity nor will they be harmful to either pedestrians or vehicular safety and would therefore be acceptable.

The site planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies, policy 7.4, 7.6 and 7.8 of the London Plan March 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