12/12/2018

Town and Country Planning (Development Management Procedure) Order 2015

Application Number: 2018/3950
Site Address: 152-162 Mare Street London E8 3RD

Thank you for your recent application for the above address on which a decision has now been made. The decision on your application is attached. Please carefully read all of the information contained in these documents.

Please quote your application reference number in any correspondence with the Council, either by post to the Hackney Planning Service, 2 Hillman Street, London, E8 1FB, by email to planning@hackney.gov.uk, or by phone to 020 8356 8062.

Yours faithfully

Ian Rae
Head of Planning
Planning Service
Neighbourhoods and Housing
PLANNING DECISION NOTICE

Town and Country Planning Act 1990 as amended
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Agent: Armstrong Planning
The Old School House
Dartford Road
March
Cambs
PE15 8AE

Applicant: Mr Ashley Smatt
Flat 1 16 Wetherby Gardens
London
SW5 0JP

Part 1 - Particulars of the Application

Application No: 2018/3950
Date of Application: 30/10/2018
Date Validated: 30/10/2018
Application Type: Advertisement Consent

Proposal: Installation of non-illuminated advertisement shroud to scaffolding on the Well Street and Mare Street corner of the building for a temporary period between 07/01/2019 and 28/12/2019.

Location: 152-162 Mare Street London E8 3RD

Plan Numbers:
PY3397/001, 002, 003, 004, 005, 006, 007, Planning Statement dated 29th October 2018 by Armstrong Planning, Supporting undated letter from You Make It, Schedule of Condition prepared by Jason S Parkin BSc MRICS dated 28th September 2018 and Schedule of specific works items dated October 2018.

Part 2 – Particulars of Decision: REFUSED

Notice is hereby given that the London Borough of Hackney as local planning authority in pursuance of its powers under the above mentioned Act and Rules, Orders and Regulations made thereunder refuses the development referred to in Part 1, in accordance with the plan(s) submitted.

Summary of Reasons for the Decision

1 The proposed advertisement, by reason of its location, size, and method of illumination is considered harmful to the visual amenity of the area, and would fail to preserve or enhance the character and appearance of the Conservation Area. As such, the proposal is contrary to policies 7.4 (Local Character), 7.6
(Architecture) and 7.8 (Heritage Assets and Archaeology) of the London Plan 2016, policies CS24 (Design) and CS25 (Historic Environment) of Hackney's Core Strategy 2010; and policies DM1 (High Quality Design), DM28 (Managing the Historic Environment) and DM29 (Advertisements) of Hackney's Development Management Local Plan.

Date of Decision: 12/12/2018

Yours faithfully

[Signature]

Ian Rae
Head of Planning
Planning Service
Neighbourhoods and Housing
Statement of Applicant's Rights - Appeals to the Planning Inspectorate

If your application has been refused by the London Borough of Hackney or granted subject to conditions that you are not happy with, you have the right to appeal to the Planning Inspectorate (under Section 78 of the Town and Country Planning Act 1990 or Section 20 of the Planning (Listed Buildings and Conservation Areas) Act 1990).

The time limits for submitting an appeal may vary. The period after the date of the Council's decision within which an appeal must be received by the Secretary of State is:

- **28 days** in the case of an appeal against refusal of a planning application relating to the same or substantially the same land and development as is already the subject of an enforcement notice.

- **8 weeks** in the case of an appeal against refusal of advertisement consent.

- **12 weeks** in the case of appeals made under against refusal of any 'householder application' (including refusals to approve details following permission granted for a householder application; and, refusal of prior approvals relating to dwelling houses)

- **12 weeks** in the case of ‘minor commercial applications (the refusal of an application for development of an existing building or part of a building currently in use for any purposes in Classes A1, A2, A3, A4 and A5 where the proposal does not include a change of use, a change to the number of units, development that is not wholly at ground floor level and/or does not increase the gross internal area of the building).

- **6 months** in the case of all other appeals made under s78(1) or s20 of the above Acts relating to a decision on a planning application or listed building consent application. The 6 month time limit also applies to any appeal made under s78 (2) of the Act in respect of a failure to give a decision within the statutory period.

Appeals must be made using a form which you can get from the Planning Inspectorate at Room 3/13, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN or online at [https://www.gov.uk/appeal-planning-inspectorate](https://www.gov.uk/appeal-planning-inspectorate)

**Purchase Notices**

If either the local planning authority or the Planning Inspectorate refuses planning permission or grants it subject to conditions, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted. In these circumstances, the owner may serve a purchase notice on the Council. This notice will require the Council to purchase the owner’s interest in the land in accordance with the provisions of Chapter 1 of Part VI of the Town and Country Planning Act 1990 and Section 32-37 of the Planning (Listed Buildings & Conservation Areas) Act 1990.