

LONDON BOROUGH OF CAMDEN

TOWN AND COUNTRY PLANNING ACT 1971

TOWN AND COUNTRY PLANNING GENERAL
DEVELOPMENT ORDER 1977

DIRECTION UNDER ARTICLE 4

33 YORK RISE, LONDON, NW5

LONDON BOROUGH OF CAMDEN

MEMORANDUM

Acting Director of Planning and

To: Chief Executive (Legal Section)

Attn: Janet Loveless

533/FCR



Department of the Environment
2 Marsham Street London SW1

y 1980

Direct line 01-212
Switchboard 01-212 3434

The Chief Executive and Town Clerk
London Borough of Camden
The Town Hall
Buston Road
London NW1 2BU

Your reference
JL/LEGAL D1533/IK

Our reference
GLE/5008/19/6

Date
7 March 1980

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Sir

CAMDEN

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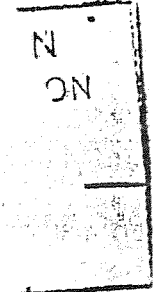
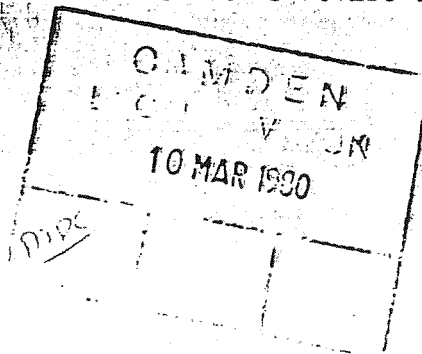
1. I am directed by the Secretary of State for the Environment to refer to your letter of 26 September 1979 and to return herewith a copy of the direction endorsed with his approval.

2. The Council's attention is drawn to the provisions of articles 4(5) and 4(6) of the General Development Order which relate to the publication or service of notice of the direction.

I am Sir
Your obedient servant

D P Sadler

MISS D P SADLER



LONDON BOROUGH OF CAMDEN

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TOWN AND COUNTRY PLANNING GENERAL DEVELOPMENT ORDER 1977

DIRECTION UNDER ARTICLE 4

33 YORK RISE, LONDON, NW5

WHEREAS the Council of the London Borough of Camden being the appropriate local planning authority within the meaning of Article 4 of the Town and Country Planning General Development Order 1977 are of the opinion that development of the description set out in the Schedule hereto should not be carried out on land at 33 York Rise London NW5 being the land shown edged in red on the plan annexed hereto unless permission therefor is granted on application made under the Town and Country Planning General Development Order 1977.

AND WHEREAS the Council are further of the opinion that development of the said description would constitute a threat to the amenities of their area and that the provisions of paragraph (3)(b) of the said Article 4 should apply to this direction.

NOW THEREFORE the said Council in pursuance of the powers conferred upon them by the said Article 4 hereby direct that the permission granted by Article 3 of the Town and Country Planning General Development Order 1977 shall not apply to development on the said land of the description set out in the Schedule hereto.

THIS DIRECTION is made in pursuance of the provisions of paragraph (3)(b) of the said Article 4 and shall remain in force until the 26th day of March 1980 (being six months from the date of this direction) and will then expire unless it has been approved by the Secretary of State for the Environment before that date.

SCHEDULE

The painting of the exterior of any building or work otherwise than for the purpose of advertisement, announcement or direction being development comprised within Class II(3) referred to in Schedule 1 to the said Order and not being development comprised within any other Class.

THE COMMON SEAL OF THE COUNCIL)
was hereunto affixed this 26th)
day of September One thousand)
nine hundred and seventy-nine)
by Order of)

Silly Peck
Mayor

Jan J. Middle
Robert Tomlin
Chief Executive

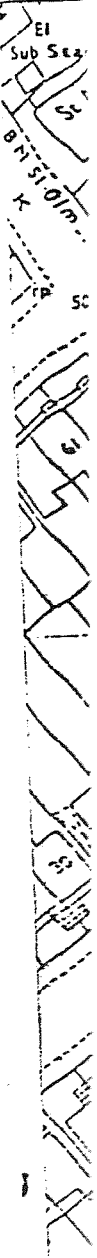
DET 34396
ccor The Secretary of State for the Environment
hereby approves the foregoing direction.

JJ Rendell

Signed by authority
of the Secretary of
State

An Assistant Secretary
in the Department of
the Environment

7 MARCH 1980



PLANNING AND COMMUNICATIONS COMMITTEE - 28TH NOVEMBER 1978

ARTICLE 4 DIRECTION IN RESPECT OF THE PAINTED SIGN ON THE FLANKED

WALL OF 33 YORK RISE, NW5

Document Ref.

RECOMMENDATION

That the Committee authorise officers of the Council to prepare a direction under Article 4 paragraph 3(b) of the General Development Order 1977 so that the painting of the north flank wall and front wall of 33 York Rise, NW5 require planning permission and to serve the direction on the owner and occupier of every part of the building so affected.

INSTRUCTION

1. A letter has been received from Mr. John Carrier requesting that the painted sign on the north front wall of 33 York Rise facing Bellgate Mews should be preserved.

2. The sign is an advertisement for haberdashery including an "flannels", "calicoes" and "maids dress, caps and aprons" which probably dates back to the early 1900's. (See photographs). It reaches from half way up the ground floor of the northern flank wall of the building to the top of the second storey covering approximately one-third of the wall and consists of black letters on a fading white back ground.

3. 33 York Rise is a three storey building with a vacant shop and two storeys of residential over. The request for preservation of the signs has been made because it is likely that the vacant shop will be turned into a hair dressing salon and this may involve redecorating the building.

4. The owner, Mr. Georgiou who runs the shop at 16/18 York Rise has assured the Planning Department that the sign will not be removed. However, at present, there is nothing to prevent the sign from being painted out since under Class II (B) of Schedule 1 of the 1977 Town and Country Planning General Development Order "the painting of the exterior of any building other than for the purposes of advertisement, announcement or direction", does not require planning permission.

ARTICLE 4 DIRECTION

5. Directions under Article 4 of the Town and Country Planning General Development Order 1977 can be made by the local planning authority on individual buildings to control permitted developments of the type described above. In effect the direction means that the specified type of permitted development will, in future, require planning permission.

6. In general a direction restricting permitted development requires approval of the Secretary of State. Further under Article 4 paragraph 3 (b) of the 1977 G.D.O. a direction may be made without approval for a period of six months, after which the direction expires, unless the Secretary of State has approved the direction before termination. Such a direction comes into affect immediately the direction is made.

PROPOSED ARTICLE 4 DIRECTION AT 33 YORK RISE

7. It is considered that an Article 4 direction under paragraph 3 (b) of the 1977 G.D.O. would be appropriate in the case of the sign at the flank wall at 33, York Rise since the sign is under threat. The sign is an important "landmark" in the local vicinity as well as an early and rare example (in Camden) of advertising from the early 1900's which has remained in tact. The issuing of an Article 4 direction would bring the painting of the walls of this building immediately under the control of the Council for a period of six months.



33, YORK RISE N.W.5

