

APPENDIX B

Applicant: Mr Awais Ahmed

Location: On the footway outside 1350 London Road Norbury SW16 4DE

Measurements: The measurement from the shop window to the edge of the pavement is 6.2 m. The applicant has applied for a trading area of 2.2 m, which leaves a clear pavement width of 4 m. London Road is maintained by TfL and the required clear pavement width is 2.8 m.

A total length of 5.4 m and a height of 1 m are also applied for.

Appendix B1 shows a plan of the site.
Appendices B2 & B3 are photographs of the display

Proposed Times of Trading:

Sunday to Saturday 1100 hours until 2300 hours

To Display: Tables and Chairs

1. Detailed Considerations

1.1 The application was received by the Planning & Environment Department on 27 March 2012.

A copy of the application is attached as Appendix B4.

1.2 The applicant was advised by letter that as this site is on London Road and in accordance with Council Policy the Committee will generally be minded to refuse any further requests for designation, due to 'additional sites would have a detrimental impact on the safe and convenient passage of pedestrians in that part of the street', but will consider each request on its merits. A copy of the letter is attached as Appendix B5

1.3 The application was duly advertised in the Croydon Guardian, no objections were received.

1.4 The Police licensing Officers, Food Safety team, Planning, Highways, and parking services divisions were invited to comment on this application, no objections have been received.

1.5 The measurements outlined above have been checked and agreed by an Enforcement Officer during a site visit.

- 1.6 A temporary licence was issued to the applicant which is valid until 27.9.2012 pending the committee's decision. A copy is attached as Appendix B6.

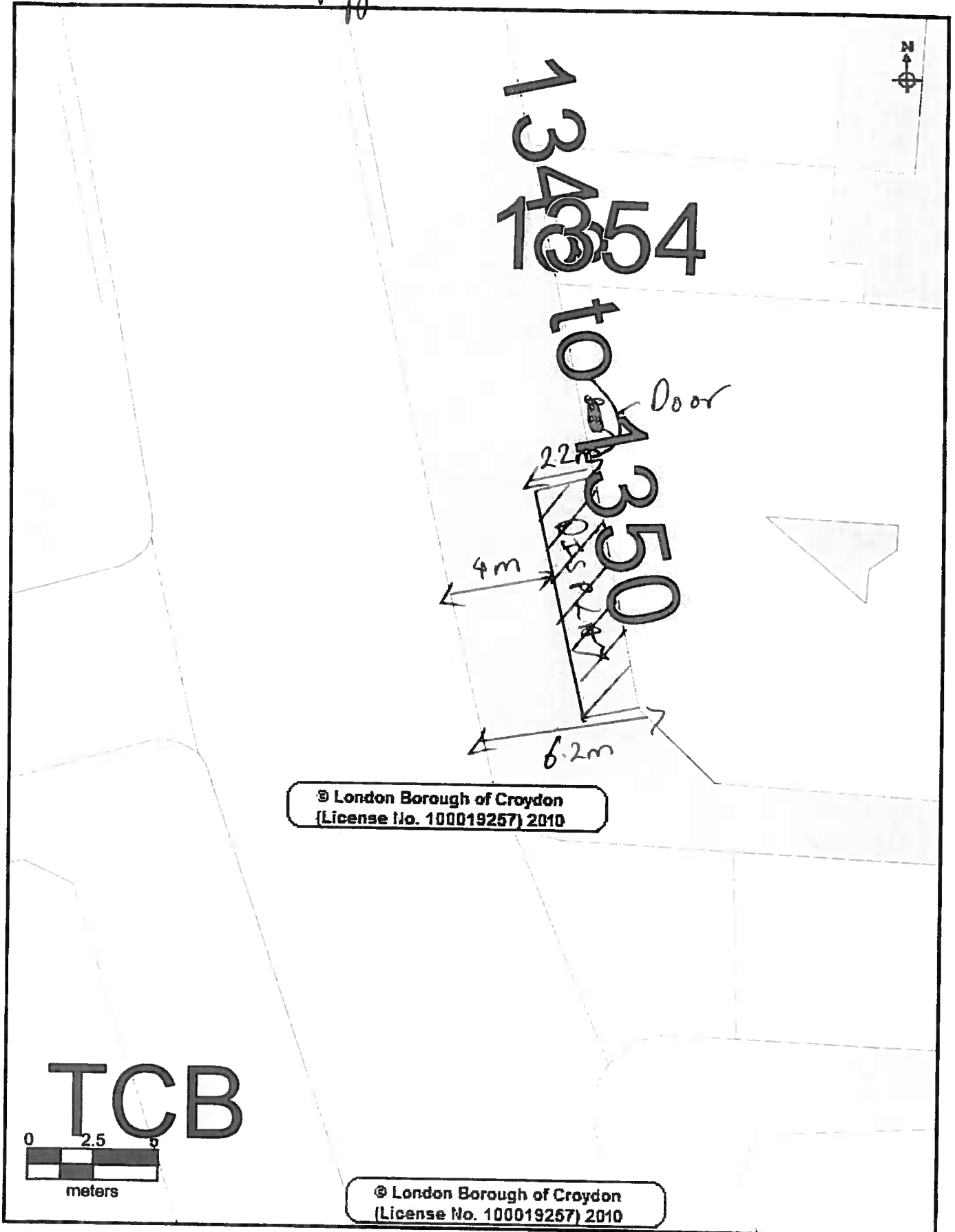
Would the Committee please note that if the designation order and subsequent street trading licence are granted , the applicant will be providing a barrier around the tables and chairs in accordance with licence condition 6.

- 1.7 There are 4 other nearby premises in London Road who currently hold street trading licences .No 1356a flowers and plants, no 1358 tables and chairs , no 1360 fruit and vegetables and 1362 household goods.

The position of these sites are marked with a * and the site applied for is shaded on the attached map Appendix B7.

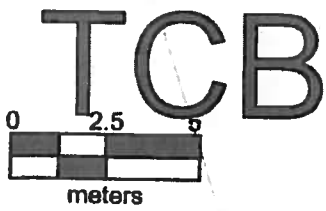
- 1.8 If the application for a street trading licence is granted the applicant will be invited to apply for a Street Trading Licence which will then be valid for a year

Appendix B1.



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1350 London Road

Scale 1:186

13-May-2012



Appendix B 2



Appendix B3



STREET TRADING LICENSING
APPLICATION FOR A STREET DESIGNATION ORDER

Return completed form to: Licensing Team, Community Services, Croydon Council, 9th Floor
North Side, Taberner House, Park Lane, Croydon, CR9 3JS. Telephone: 020 8760 5466 Fax:
020 8760 5786.

PLEASE READ THE GUIDANCE NOTES ATTACHED BEFORE COMPLETING THIS FORM

1. APPLICANT (see note A)

- a) First Name .. *AWAIS AHMED*
- b) Last/Family Name *AHMED*
- c) Full Home Address of Applicant
.....
- d) Home Tel No e) Mobile No
- f) E mail address:
- g) Date of Birth : h) Passport No
- i) National Insurance No : j) Nationality:

2. SITE TO BE DESIGNATED (see Note B) For Mobile Vehicles/Trailers go to section 4

- a) Trading Name of Premises: ... *ALASKA ICE CREAM PARLOUR*
- b) Trading Address: ... *135D LONDON ROAD + NORBURY*
..... *SW16 4DE*
- c) Business Tel No : ... *0203 256 3099*

3. DISPLAY AREA (see note C)

- a) Dimensions of display area (state whether measured in feet or metres)
Length ... *5.4m* Width ... *2.2m* Height ... *1.1m*

Appendix B4

b) Hours that you would like to display the goods/services on the highway.

Sunday : from ...11.....to ...11..... Thursday : from...11..... to...11.....

Monday: from...11..... to...11..... Friday: from...11.....to ...11.....

Tuesday: from...11..... to...11..... Saturday: from.....11.....to.....11.....

Wednesday : from...11..... to...11.....

c) Type of goods or services to be displayed : *Seating, sign boards, and barriers.*

4. MOBILE VEHICLE/TRAILER (See note D)

a) Address of proposed pitch

.....

b) Approx dimensions of vehicle/trailer (state whether measured in feet or metres)

Length.....Width.....Height.....

c) Registration No

d) Proposed hours and days of trading:

.....

If you propose to sell hot food and drink after 2300 hours then you will require a premises licence under the Licensing Act 2003.(see note D)

Office Use only Premises Licence No

I declare that all the information given on this form is accurate to the best of my knowledge.

I enclose a fee of £ 339

Please make cheques payable to Croydon Council

Signature of applicant(s) or applicant's Solicitor or other duly authorised agent:

A. Ahmed Date

If you require any assistance with the completion of this form please contact the Licensing Team on 0208 760 5466

Office Use Only Uniform No: *12/00488/STT*

Receipt No : *CON 49608* Date received: *27/3/12*

Appendix B5

Planning & Environment Department
Licensing – Commercial Team
9th Floor Taberner House
Park Lane
Croydon CR9 3JS

Tel/Typetalk: 0208 726 6000 x 62457

Fax: 020 8760 5786

Minicom: 020 8760 5797

Email: wendy.shepherd@croydon.gov.uk
Please ask for/reply to: Wendy Shepherd

Mr Awais Ahmed
Alaska Ice Cream Parlour
1350 London Road
Norbury
SW16 4DE

Your Ref:
Our Ref:
Date: 19.4. 2012

Dear Mr Ahmed

Subject: Street Designation Order
Address: 1350 London Road Norbury SW16 4DE

I acknowledge receipt of your recent application for a street designation order and temporary licence to display goods on the highway at the above premises.

Your attention is drawn to the Council's Street Trading Policy which states;-

'In relation to the parts of the streets listed below the Council, having consulted with the officers responsible for food safety, planning, parking, street scene and district centre managers, the Highway Authority, Transport for London, Police and licence holders in those streets or trade bodies representing them, are of the view that there are enough existing designated sites. This is on the basis that any addition to the number of existing designated sites would have an overall detrimental impact on the safe and convenient passage of pedestrians in that part of the street. The Committee will therefore generally be minded to refuse any further requests for designation but will consider each request on its merits.

- Entire length of London Rd

-Entire length of High St Thornton Heath

Where the Licensing Committee considers that, in any other parts of streets in the borough, there are enough existing designated sites it may, subject to a similar process of consultation, decide to include these additional parts of streets with those listed above. Similarly the Licensing Committee may from time to time determine that due to a change in circumstances parts of streets may be removed from that list. '

Your application will be heard by the Licensing Committee at a meeting to be arranged and as your application falls within the specified area outlined in the policy, the committee will be minded to refuse the application. You should therefore attend the meeting to explain to the committee the particular reasons why you consider that your application should be granted.

Please note that all fees paid are non refundable should the application be refused

Yours sincerely

Mrs Wendy Shepherd
Safety/Licensing Officer

Appendix B6

**TEMPORARY LICENCE –
STREET TRADING**

The Council of the London Borough of Croydon being the Local Authority for the purposes of the London Local Authorities Act 1990

**HEREBY LICENCE
TO USE SITE KNOWN AS**

Mr Awais Ahmed
Alaska Ice Cream Parlour
1350 London Road
Norbury
SW16 4DE

**TO DISPLAY
SIZE OF DESIGNATED DISPLAY
PERMITTED DAYS & TIMES**

Tables and Chairs
Length 5.4 m, Width 2.2m, Height 1m
Sunday to Saturday 1100 hours until 2300 hours

**VEHICLE REG NO
VEHICLE DIMENSIONS
ACTIVITY (North End only)**

N/A
N/A

This licence is issued subject to the conditions attached and is valid until **27.9.2012**

**Please note that the person named on the licence and whose photograph appears on the licence is responsible for the premises at all times.
This licence may not be transferred to any other person.**

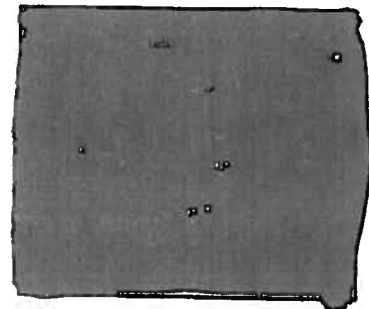
Date Licence Issued: 13.05.2012

Date Licence Valid From: 27.03.2012

Licence Number: 12/00488/STT



Michael Goddard
Trading Standards and Licensing Manager
Planning & Environment Department



Special Condition

Transport for London Maintained Roads

1. The licensee shall ensure that there is a minimum clear passage of **2.8 metres** between the front edge of their display and the edge of the kerb or any item of street furniture (railings/lamp post etc) – whichever is the nearer to the display.
2. A clear copy of the licence shall be displayed in the front window of the premises at all times and should be visible to passers – by.
3. Please note that the person named on the licence and whose photograph appears on the licence is responsible for the premises at all times.
This licence may not be transferred to any other person.
4. The right to trade from the designated site will be temporarily suspended when Utility Companies or the Highway Authority require access to the footway to carry out necessary works, until the completion of those works.
5. The limits of the designated area may be marked on the footway/roadway by the Council to enable verification by Council & Highway Officers.
6. Premises displaying tables and chairs shall enclose the display area with a suitable barrier material e.g. rope.
7. The licence holder is responsible for removing all litter from the licensed area and adjacent footway at regular intervals during the day and at the close of business each day.

Apexis B7.

