

## APPENDIX E

- Applicant** Mr David Lyons
- Location:** On the footway outside 54 Central Parade, New Addington, CR0 0JD
- Measurements:** The measurement from the shop window to the edge of the pavement is 4.6m.  
The applicant has applied for a trading area of 1.50m, this leaves a clear pavement width of 3.1m.  
Central Parade is maintained by Croydon Council and the required clear pavement width is 2 m.  
A length of 5.70 m and a height of 2 m are also applied for.
- Appendix E1 shows a plan of the site.  
Appendix E2 and E3 are photographs of the display.

### **Proposed Times of Trading:**

Monday to Friday 0830 hours until 1730 hours  
Saturday 0830 hours until 1700 hours  
Sunday 0930 hours until 1300 hours

**To Display:** Flowers/Plants/Xmas Trees.

### **1. Detailed Considerations**

- 1.1 The application was received by the Development & Environment Department on 30 April 2014.

A copy of the application is attached as Appendix E4.

- 1.2 Would the Committee please note that although the photographs E2 and E3 show a display on the right hand side of the entrance only , the applicant proposes to display both sides of the entrance in accordance with the length applied for at certain times of the year e.g Xmas etc.

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

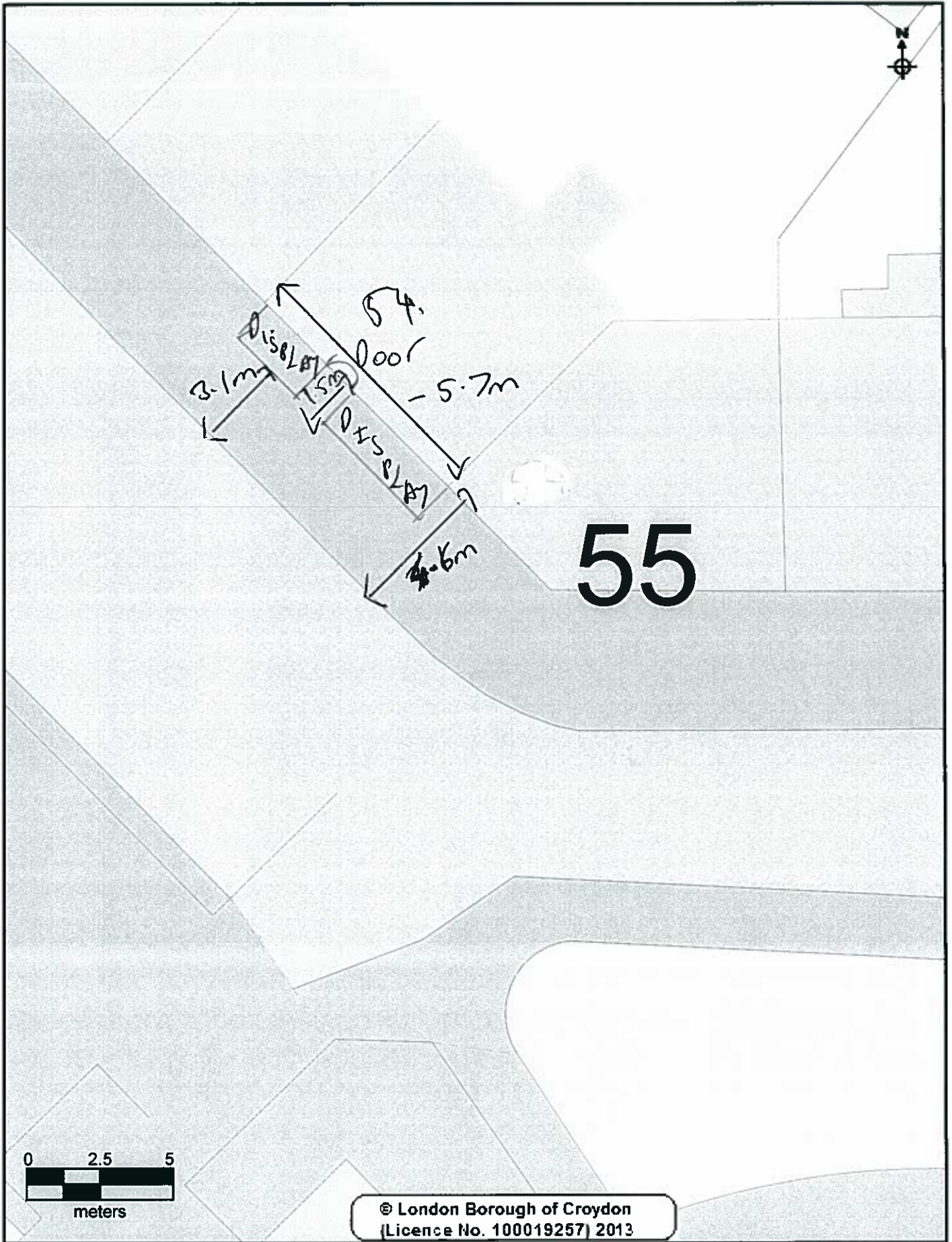
- 1.4 The Police Licensing Officers, Food Safety team, Planning, Highways, and Parking Services divisions were invited to comment on this application, no objections have been received.

- 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 until the **30.10.2014** pending the Committee's decision. A copy is attached as Appendix E5.

- 1.6 There is 1 other nearby premises in Central Parade who currently holds a street trading licence, no 55 tables and chairs  
This site is marked with an X and the position of the site applied is shaded on the attached map Appendix E6.
- 1.7 If the application for a street designation order is granted the applicant will be invited to apply for a Street Trading Licence which will then be valid for a year

E1



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**54 Central Parade**



Scale 1:167

21-Jun-2014

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*Bloomin' Lovely Florist*



E3



Elc

**APPLICATION FOR A STREET DESIGNATION ORDER**

Return completed form to Development & Environment Department, Licensing Team, 10<sup>th</sup> Floor, Zone B, Bernard Weatherill House, 8 Mint Walk, Croydon, CR0 1EA  
Telephone: 020 8760 5466 .

**PLEASE READ THE GUIDANCE NOTES ATTACHED BEFORE COMPLETING THIS FORM**

**1. APPLICANT (see note A)**

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

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

- a) Trading Name of Premises: ..... Bloomin Lovely .....
- b) Trading Address: ..... 54, Central Parade, New Addington CR0 0SD .....
- c) Business Tel No : ..... 01689 846545 .....

**3. DISPLAY AREA (see note C)**

- a) Dimensions of display area (state whether measured in feet or metres )  
Length ..... 5.70m ..... Width ..... 1.50m ..... Height ..... 2m .....
- b) Hours that you would like to display the goods/services on the highway.

E4

Sunday: from 9.30 to 13.00 Thursday: from 8.30 to 17.30  
 Monday: from 8.30 to 17.30 Friday: from " to "  
 Tuesday: from " to " | Saturday: from 8.30 to 17.00  
 Wednesday: from 8.30 to "

c) Type of goods or services to be displayed : Flowers / Plants / xmas trees

**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 £ 365

Please make cheques payable to Croydon Council

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



Date 30/4/14

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: 14/00582/STJ

Receipt No : 20796 Date received: 30/4/14

ES

**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 David Lyons  
Bloomin Lovely  
54 Central Parade  
Croydon  
CR0 0JD

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

Flowers & Plants  
Length 5.70 m, Width 1.50 m, Height 2 m  
Monday to Friday 0830 hours until 1730 hours  
Saturday 0830 hours until 1700 hours  
Sunday 0930 hours until 1300 hours

**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 Valid From: 30.04.2014**

**Date Licence Expires: 30.10.2014**

**Licence Number: 14/00582/STT**

**Issued on Behalf of:  
Trading Standards and Licensing Manager  
Development & Environment Department**



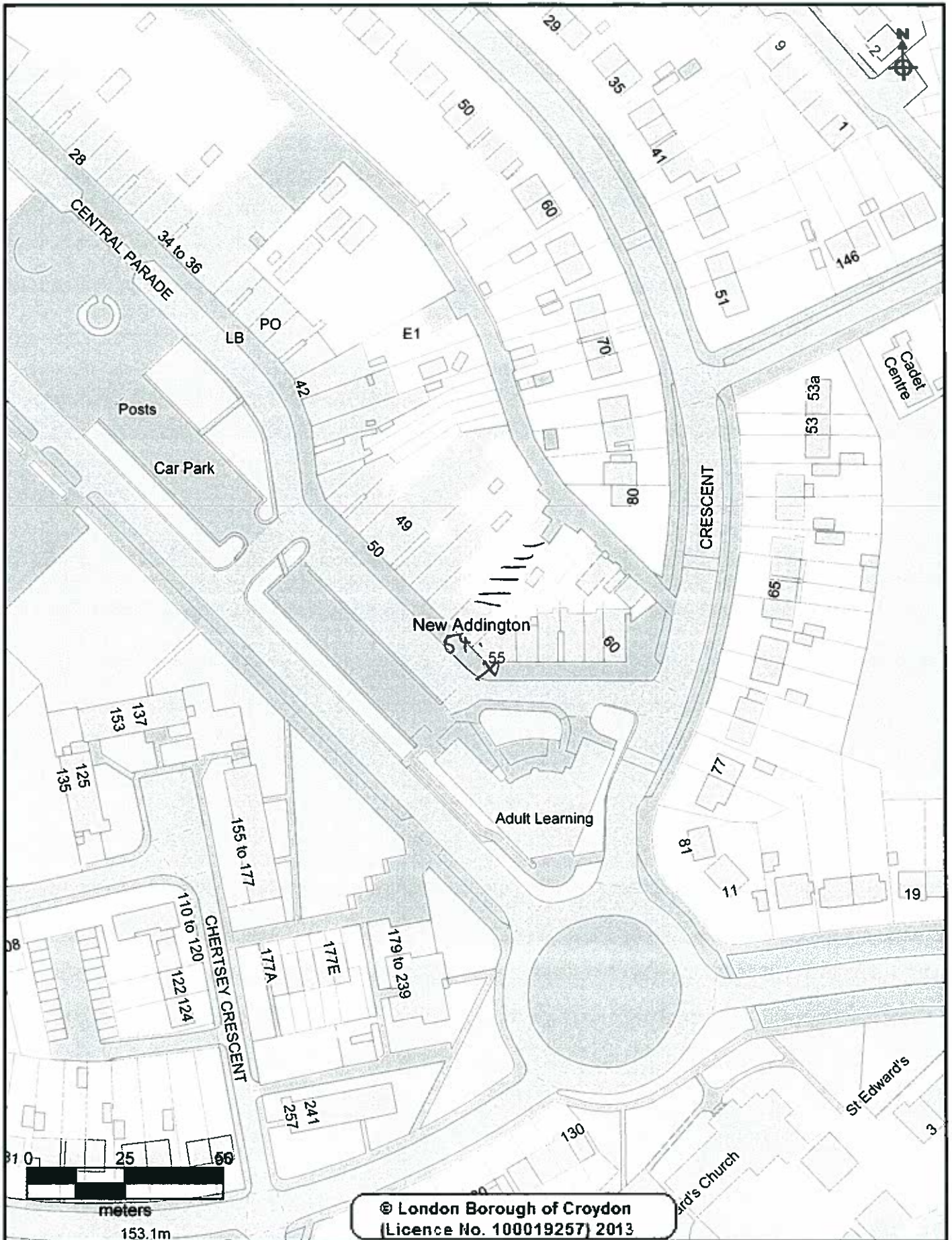
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## Licence Conditions

### Non Transport for London Maintained Roads

1. The Licence shall ensure that there is a minimum clear passage of **2.0 metres** between the front edge of their display and the edge of the kerb or any item of street furniture (railings/lamp posts 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.

E6



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**54 Central Parade**

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21-Jun-2014

