

Ms RHIANNON JUDE-WEST
AAH Planning Consultants
27 Old Gloucester Street
London
WC1N 3AX

Application Ref: **2012/6546/A**
Please ask for: **Victoria Pound**
Telephone: 020 7974 **2659**

9 January 2013

Dear Sir/Madam

DECISION

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

Advertisement Consent Granted

Address:
Africa House
64-78 Kingsway
London
WC2B 6AG

Proposal:
Display of 1x banner sign fixed to scaffolding on front elevation of existing building for a temporary period.

Drawing Nos: Site location plan; proposed location of banner; artwork; planning supporting statement.

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.

- 6 The banner hereby approved shall be removed upon or before the dismantling of the existing scaffold (which is associated with the building works being undertaken to implement planning permission and listed building consent refs. 2008/5547/P & 2008/5551/L) and no later than 31 July 2013.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP30 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

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