

Miss Leila Dunning
Michaels Boyd Associates
108 Palace Gardens Terrace
London
W8 4RT

Application Ref: **2012/4674/A**
Please ask for: **John Nicholls**
Telephone: 020 7974 **2843**

30 October 2012

Dear Sir/Madam

DECISION

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

Advertisement Consent Granted

Address:
6 Store Street
London
WC1E 7DE

Proposal:

The display of x2 fascia lettering signs on the Ridgemount Street elevation and x1 fascia lettering sign on the Store Street elevation with illumination behind, x 1 projecting sign to the Store Street ground floor elevation with internally illuminated letters and x4 internally illuminated menu boxes to the gate piers on both the Ridgemount Street and Store Street elevations.

Drawing Nos: Site location plan, (Prefix 11091/) P103 Rev T; P107 Rev T; 544 Rev A; 545 Rev A; 361 Rev A; 362 Rev A; 371 Rev A; 372 Rev A; 373; 374 Rev A

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.

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