

Mr Daniel Hines  
Perspective signs  
Perspective signs  
Riverside Industrial Park  
Wherstead Rd  
Ipswich  
Suffolk  
IP2 8JX

Application Ref: **2012/2054/A**  
Please ask for: **Fergus Freeney**  
Telephone: 020 7974 **3366**

12 June 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:  
**5 GRAY'S INN ROAD LONDON LONDON WC1X 8PH**

Proposal:  
Display of 1x internally illuminated fascia, 1x internally illuminated projecting sign and vinyl window graphics at shop (Class C1)  
Drawing Nos: Site Location Plan; Proposed Fascia elevation; Proposed Sections; Glazing Treatment; Window Threads; Proposed projecting sign elevation and section;

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 Only the lettering of the fascia and projecting sign shall be illuminated.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 [and DP25 if in CA] of the London Borough of Camden Local Development Framework Development Policies.

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