

Beccy Young
ICON
130-136 Maidstone Road
Sidcup
Kent
DA14 5HS

Application Ref: **2011/5386/A**
Please ask for: **Joe Purcell**
Telephone: 020 7974 **4703**

20 December 2011

Dear Sir/Madam

DECISION

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

Advertisement Consent Granted

Address:
**Seven Dials Area
London**

Proposal:
Official London 2012 city dressings to be installed for a temporary period from 19th June 2012 until the 22nd September 2012 prior to and during the Olympic and Paralympics Games. Items to be installed include pavement vinyl and cross street bunting.

Drawing Nos: Site location plan; Product Specification; LO ON CCO 161 Rev 2

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 advertisements hereby approved shall only be displayed for a period of 95 days from the 19th June 2012 until the 22nd September 2012.

Reason: The advertisements are only acceptable on a temporary basis as the permanent display of these advertisements would harm the character and appearance of the conservation area and would be contrary to the requirements of Local Development Framework policies CS5 (Managing the impact of growth and development), DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP26 (managing the impact of development on occupiers and neighbours) and Camden Planning Guidance 2011

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