

Miss Natalie Long
Technical Signs
Hille Business Centre 132 St Albans
Road Watford Hertfordshire WD24
4AE United Kingdom

Application Ref: **2011/4087/A**
Please ask for: **Fergus Freeney**
Telephone: 020 7974 **3366**

27 September 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:
**95 Euston Road
London
NW1 2RA**

Proposal:
The display of 4x non illuminated "Pizza Express" scaffolding cladding signs, 2x internally illuminated fascia sign, 1x internally illuminated hanging sign and 1x non illuminated logo sign to the front elevation.
Drawing Nos: Site location plan; 293942-1; 293942-2; 293942-3; 293942-4; 293942-5; 293942-6; 293942-7

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 The non-illuminated signs displayed on the scaffold columns shall be removed upon completion of the main building renovation works when the scaffolding is no longer needed.

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 of the London Borough of Camden Local Development Framework



Development Policies.

- 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 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.

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