

Mr Duncan Bennett  
CgMs Ltd  
Morley House  
26 Holborn Viaduct  
London  
EC1A 2AT

Application Ref: **2011/2048/A**  
Please ask for: **Jonathan Markwell**  
Telephone: 020 7974 **2453**

18 July 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:

**25-27 Farringdon Road**

**London**

**EC1M 3HA**

Proposal:

Display of 3 externally illuminated projecting signs (2 on Farringdon Road elevation and 1 on Greville Street elevation) and 6 halo-illuminated fascia signs (all on Farringdon Road elevation).

Drawing Nos: 1111/C208220/190 Rev A; 1111/C208220/100 Rev B; 1111/C208220/120 Rev A; 1111/C208220/122 Rev B; 1111/C208220/140 Rev D; 1111/C208220/141 Rev B; Photo sheets 11036/102SK01B & SK02.

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.

Informative(s):

- 1 You are advised that this advertisement consent should be read in conjunction with the associated listed building consent 2011/2112/L at the same site.
- 2 You are advised to keep the hanging signs hereby approved in good working order to prevent any noise nuisance (such as from signs creaking in the wind) to adjoining residents.

**Disclaimer**

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