

Gerald Eve
7 Vere Street
London
W1G 0JB

Application Ref: **2010/3203/A**
Please ask for: **Max Smith**
Telephone: 020 7974 **5114**

16 August 2010

Dear Sir/Madam

DECISION

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

Advertisement Consent Granted

Address:
1 - 6 Chalk Farm Road
London
NW1 8AA

Proposal:
Temporary display of 10 x non-illuminatad banner signs (6 x front, 1 x rear and 2 x side elevations) on upper (first & second) floors for a period of 12 months.

Drawing Nos: DWG 000; DWG 001; DWG 002 rev B; DWG 003; DWG 005 rev B.

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

Conditions and Reasons:

- 1 The advertisements hereby approved shall only be displayed for a period of 12 months from the date of this decision.

Reason: The advertisements are only acceptable on a temporary basis, pending the rebuilding of the properties to which they are attached. The permanent display



of these advertisements would harm the character and appearance of the buildings and the conservation area and would be contrary to the requirements of policies B1, B4B and B7 of the London Borough of Camden Replacement Unitary Development Plan 2006 and Camden Planning Guidance 2006.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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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