

Complete Technical Services Ltd
Hope Street
Rotherham
South Yorkshire
S60 1LH

Application Ref: **2010/3154/A**
Please ask for: **Aysegul Olcar-Chamberlin**
Telephone: 020 7974 **6374**

10 August 2010

Dear Sir/Madam

DECISION

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

Advertisement Consent Part Granted/Refused

Address:
**68 Marchmont Street
LONDON
WC1N 1AB**

Proposal:
Display of non-illuminated sign attached to shopfront glazing above an Automated Teller Machine (ATM), and new non-illuminated fascia sign.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

Display of new non-illuminated fascia sign.
Drawing Nos: Site Location Plan; Block Plan; CTS0039 (sheet 1); and E006371 (sheet 1) (rev 02).

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.

b) to **REFUSE CONSENT** for:

Display of non-illuminated sign attached to shopfront glazing above an Automated Teller Machine (ATM).

Drawing Nos:

Reasons for Refusal

- 1 The display of the non - illuminated sign associated with an ATM, by reason of its design, location, would create visual clutter on the shopfront which would be an unsympathetic addition to the shop front and detract from the character and appearance of the building and the wider conservation area contrary to policies B4B (advertisements and signs) and B7 (conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

Disclaimer

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