

Mr Leslie Gregg
Ashleigh Signs Limited
Marsh Street
Rothwell
Leeds
West Yorkshire
England
LS26 0AG

Application Ref: **2010/1757/A**
Please ask for: **Hannah Parker**
Telephone: 020 7974 **6805**

25 May 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:

**Holiday Inn Express
152-156 Finchley Road
London
NW3 5HS**

Proposal:

Display of 1 X free standing, internally illuminated sign in rear car park, 2 X internally illuminated fascia signs to Finchley Road and Midland Court elevation, 1 X internally illuminated box sign to Finchley Road elevation and 2 X externally-illuminated panel signs to Finchley Road elevation entrance and rear elevation entrance of existing hotel (Class C1)

Drawing Nos: Site location plan; 64163 24/05/2010- CP-RevB- Planning sheet 1 of 6; Planning sheet 2 of 6; Planning sheet 3 of 6; Planning sheet 4 of 6; Planning sheet 5 of 6; Planning sheet 6 of 6;

The Council has considered your application and decided to grant consent subject to the following conditions:



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.

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