

Mr Michael Poots
Squire and Partners
77 Wicklow Street
London
WC1X 9JY

Application Ref: **2010/0750/A**
Please ask for: **Amanda Peck**
Telephone: 020 7974 **5885**

28 April 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:

**130 Euston Road
London
NW1 2AP**

Proposal:

Display of two illuminated "Unison" signs to the 9th floor Euston Road elevation and 4th floor Churchway elevation, and one freestanding sign with uplighting on the entrance forecourt of the Euston Road elevation.

Drawing Nos: Signage Application Brochure dated February 2010 (excluding last page entitled "proposed view of flagpoles to Euston Road"); email dated 28.4.10 from agent; 15-01_000 rev D; 15-02_121B rev A; 15-01_121A rev A; 15-02_020_B rev B; 15-01_120A rev A; 90-01_501 rev B; 90-01_502 rev B; 90-01_504 rev A; 90-01_503 rev A; 15-02_611 rev A; 15-02_610 rev A; 15-02_603 rev B; 15-02_602 rev B; 15-02_601 rev B.

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.

Disclaimer

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