

Mr Matthew Baker
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N1 1QA

Application Ref: **2009/4652/A**
Please ask for: **David Peres Da Costa**
Telephone: 020 7974 **5262**

9 February 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:
104 - 112 Charing Cross Road
London
WC2H 0JN

Proposal:
Display of 7 illuminated signs to elevation on corner of Charing Cross Road and Flitcroft Street: 1x internally illuminated projecting sign, 1x internally illuminated fascia sign, 2x externally illuminated poster signs and 3x internally illuminated poster signs, to theatre (Sui Generis).

Drawing Nos: Site location plan; 467: 00.02; 00.03; 00.05; 00.06; 00.07; 01.01; 01.05; 01.06; 01.07; 02.01; 02.02; 02.05; 02.06; 02-07; 02-10; SK01 P1; Sign Detail x 2; Poster Case; Pheonix Theatre - Lighting Design Concept page 30 and page 31; Addendum to Lighting Design Concept; Restoration Schedule of Works.

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 Only the 7 signs to be displayed on the elevation on the corner of Charing Cross Road and Flitcroft Street have been granted advertisement consent: 1x internally illuminated projecting sign, 1x internally illuminated fascia sign, 2x externally illuminated poster signs and 3x internally illuminated poster signs.
- 2 This permission does not grant advertisement consent for the display of any signs on the Phoenix Street / Charing Cross Road elevation of Phoenix House.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613