

Miss Annie Corbishley
Endpoint
165 Tower Bridge Road
LONDON
SE1 3LW

Application Ref: **2009/1951/A**
Please ask for: **Aysegul Olcar-Chamberlin**
Telephone: 020 7974 **6374**

24 November 2009

Dear Madam

DECISION

Town and Country Planning Act 1990

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

Advertisement Consent Granted

Address:

**16 Great Russell Street
LONDON
WC1B 3NN**

Proposal:

Display of 2 non-illuminated entrance signs (1 either side of entrance door), 1 externally illuminated projecting sign, and 3 non-illuminated flags above entrance door on front elevation and 1 internally illuminated restaurant sign on front boundary railings in connection with existing hotel (Class C1).

Drawing Nos: Site Location Map; G001 G003 Rev. H (location plan of entrance signs); G004 Rev. H (location plan of projecting sign); G005 Rev. H (location of restaurant menu sign); Sign Location Plan Rev. N-PP (dated 25/09/09); Details of Entrance Sign and Projecting Signs Rev. N-PP (dated 02/11/09); Details of Restaurant Sign Rev. N-PP (dated 02/11/09); Details of Flags Rev. N-PP (dated 02/11/09); Photovisuals of proposed signs x 2; and E-mail from Annie Corbishley from Endpoint (the agent) dated 25/09/09.

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.

Disclaimer

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