

Endpoint
2 Newhams Row
LONDON
SE1 3U2

Application Ref: **2007/4738/A**
Please ask for: **Paul Wood**
Telephone: 020 7974 **5649**

16 November 2007

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:
**215 Haverstock Hill
London
NW3 4RB**

Proposal:

The display of 1x internally illuminated sign above the car park entrance at ground floor level on the Ornan Road elevation and 2x high level internally illuminated signs on the tower facing Haverstock Hill in association with the existing hotel use.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

2x high level internally illuminated signs on the tower.

Drawing Nos: Site location plan; Planning plan; External - schedule; Photovisual x 3;
Flexskin lightbox typical cross section Rev A.

Conditions and Reasons:

- 1 This consent shall operate for a period of five years from the date of this decision letter.



Reason: In order to comply with Regulation 13(5) of the Town and Country Planning (Control of Advertisement) Regulations 1992.

- 2 Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Council.

Reason: As required by Regulation 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

- 3 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 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

- 4 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Council.

Reason: As required by Regulation 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

- 5 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 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

- 6 No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway or waterway.

Reason: As required by Regulation 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

b) to **REFUSE CONSENT** for:

1x internally illuminated sign above car park entrance.

Drawing Nos:

Reasons for Refusal

- 1 The proposed internally illuminated fascia sign above the car park entrance, by reason of its size and the level of illumination, would be detrimental to the

amenities of neighbouring residential occupiers and the visual amenity of the area generally contrary to policies SD6 (Amenity for neighbours and occupiers), B1 (General design principles) and B4b (Advertisements and signs) of the London Borough of Camden Replacement Unitary Development Plan 2006 and advice contained within Camden Planning Guidance 2006.

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