

Ashleigh Signs
Ashleigh House
Marsh Street
Rothwell
LEEDS
LS26 0AG

Application Ref: **2007/2509/A**
Please ask for: **Adele Castle**
Telephone: 020 7974 **5885**

26 September 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:
72 Euston Square
London
NW1 1DJ

Proposal:
Display of internally illuminated fascia and projecting signs, and non illuminated banner sign to a hotel.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

Display of internally illuminated fascia signs on the Eversholt Street and Grafton Place elevations (Signs 02 and 04)
Drawing Nos: Site Location Plan ; 1-4; 2-4; 3-4; 4-4

Conditions and Reasons:

- 1 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) (England) Regulations 2007 and to safeguard amenity and safety in the area.

- 2 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) (England) Regulations 2007 and to safeguard amenity and safety in the area.

- 3 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) (England) Regulations 2007 and to safeguard amenity and safety in the area.

- 4 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) (England) Regulations 2007.

- 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) (England) Regulations 2007 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) (England) Regulations 2007 and to safeguard amenity and safety in the area.

b) to **REFUSE CONSENT** for:

Display of non-illuminated banner sign at 2nd to 3rd floor level on the Eversholt Street elevation (Sign 01)

Drawing Nos:

Reasons for Refusal

- 1 The proposed high level banner sign (01) on the Eversholt Street elevation, by reason of its size and location, would be an incongruous addition to the building

resulting in visual clutter, detrimental to the appearance of the building, the street scene and the adjoining Bloomsbury Conservation Area, contrary to policies B4B (Shopfronts, advertisements and signs) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006 and Chapter 2 of Camden Planning Guidance 2006 (Advertisements and signs)

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