

Mr.H.Walker  
BEAM  
1 James Street  
LONDON  
W1U 1DR

Application Ref: **2006/5836/A**  
Please ask for: **Joe Purcell**  
Telephone: 020 7974 **3060**

23 March 2007

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) Regulations 1992

### **Advertisement Consent Granted**

Address:  
**Seven Dials Warehouse**  
**44 Earlham Street**  
**London**  
**WC2H 9LA**

Proposal:  
Display of non-illuminated banner on scaffold at second to third floor level for a temporary period of 6 months  
Drawing Nos: Site Location Plan; Photo sheet x3

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### **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.

### **Disclaimer**

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