

CA 1138



Development Control  
Planning Services  
London Borough of Camden  
Town Hall  
Argyle Street  
London WC1H 8ND

RECEIVED 04 MAR 2004

Chase Signs Ltd  
31-33 Colville Road  
Acton  
London  
W3

Tel 020 7278 4444  
Fax 020 7974 1975  
Textlink 020 7974 6866

env.devcon@camden.gov.uk  
www.camden.gov.uk/planning

Application Ref: **AWX0103518**  
Please ask for: **Charles Thuaire**  
Telephone: 020 7974 **5867**

13 February 2004

Dear Sir/Madam

### DECISION

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

#### Advertisement Consent Granted

Address:  
**HOLIDAY INN**  
**215 HAVERSTOCK HILL**  
**LONDON**  
**NW3 4RB**

#### Proposal:

Display of 2 illuminated signs on front tower facing Haverstock Hill, 1 non-illuminated sign on rear tower facing Belsize Avenue, 1 illuminated sign under entrance canopy on Oman Road, and 2 non-illuminated signs above entrance canopy facing Oman Road; all signs comprising letters "Holiday Inn".

Drawing Nos: pages 001-010; location plan; letter from agents dated 29.1.03

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

#### 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) Regulations 1992 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) Regulations 1992 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) Regulations 1992 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) Regulations 1992.

- 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.

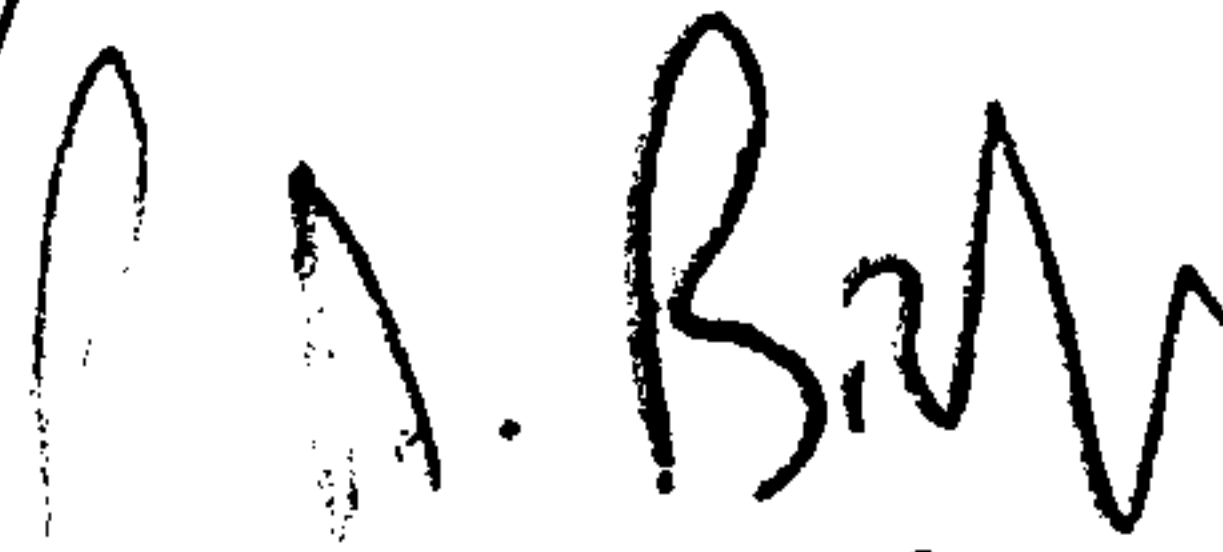
Reason: As required by Regulation 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

- 7 The rear tower high level sign facing Belsize Road and the 2 entrance canopy fascia signs facing Ornan Road shall remain non-illuminated at all times and shall be permanently maintained as such.

Reason: In order to protect the amenities of the adjoining premises and the visual amenity of the general area, in accordance with the requirements of policy EN30 of the London Borough of Camden Unitary Development Plan 2000.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'P. A. Barlow'. The signature is written in a cursive style with a large initial 'P' and 'A'.

Environment Department  
(Duly authorised by the Council to sign this document)