

Natalie Davies
Gerald Eve LLP
72 Welbeck Street
London
W1G 0AY

Application Ref: **2014/4570/A**
Please ask for: **Amanda Peck**
Telephone: 020 7974 **5885**

6 October 2014

Dear Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Centre Point
103 New Oxford Street
London
WC1A 1DD

Proposal:
Display of 1 x externally illuminated hoarding around tower and Centre Point House and 1 x window vinyl to Centre Point bridge link for a temporary period from 03/11/2014 until 03/06/2016.

Drawing Nos: Site Location Plan; Hoarding and building wrap proposals (22706202-01-100-02; photo of proposed gloss on matt finish; proposed wayfinding; proposed gate identification; Protomax hoarding system - recycled plastic hoarding; proposed vinyl to Centre Point link; SK-0749 P1).

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

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.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson
Director of Culture & Environment