

New Wave Installations
Hope Street
Rotherham
South Yorkshire (Met County)
S60 1LH

Application Ref: **2015/6745/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 3229

22 February 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Granted and Warning of Enforcement Action

Address:
134 Charing Cross Road
London
WC2H 0LA

Proposal:
Display of non- illuminated atm surround (retrospective).

Drawing Nos: Site location plan; Block plan; E015610 REV 05; Photos

Supporting document : Design & access statement

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.

- 6 The permission hereby approved must be implemented and completed within 3 months of the date of the advertisement being granted.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 This consent solely relates to the advert located on the ATM and not to any other advert on site. I would remind you that advertisement consent is required for the illuminated fascia sign located on the front elevation.
- 2 **ENFORCEMENT ACTION TO BE TAKEN**

The Director of Culture and Environment will instruct the Director of Law and Environment to issue an Enforcement Notice alleging a breach of advertisement control in relation to the existing unauthorised illuminated ATM surround and fascia, should it not be removed within 3 months of the date of this advertisement consent.

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 about your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment