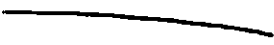


Address: 31-36 Chalk Farm Road Case No. CA/ 9280155
Name and address of Advertiser: Texaco Limited, 1 Knightsbridge Green, Date of application 9/9/92
London NW1 5JH Revised

Zoning:	Programming:	Date of site inspection: 8/9/92
Use of upper part of premises: (where applicable)		
Traffic Control Installations in vicinity:		

DETAILS OF EXISTING ADVERTISEMENTS

Internally illuminated RENAULT STARGROUP fascia sign on vehicle workshops.
Internally illuminated RENAULT sign located at ground level on boundary wall of no 87.
Freestanding internally illuminated Texaco sign and prices sign.
Internally illuminated Texaco and star signs on three fascia boards of canopy.
2 spanner panel signs not illuminated.
Internally illuminated RENAULT sign on party wall with no 81.
Various smaller advertisements and information signs.
Free standing non illuminated sign located on pavement.

CONSULTATIONS	NUMBER AND NATURE OF REPLIES

MATERIAL CONSIDERATIONS

SITE Car sales, parts and repair workshop building with forecourt filling station located on the Northern side of Chalk Farm Road opposite the Round House Centre. The site is bordered by residential/commercial buildings on either side.

RELEVANT

HISTORY
2.10.69 Permission granted for double sided internally illuminated 'Texaco' pole sign.
10.10.69 Consent refused for a 21 x 11 poster panel.
1.3.73 Consent refused for a 8.22m x 3.20m advertising panel.
13.11.73 Consent refused for two internally illuminated single sided box sign on flank walls.
14.3.77 Consent granted for an internally illuminated box sign measuring 24 x 3' on the flank wall of 87, and another internally illuminated box sign 23 x 3' on the flank wall of no 80.
22.4.80 Consent granted for display of fascia signs (illuminated) on three sides of canopy.
Display of illuminated fascia sign above sales building entrance, display of pole sign.
6.9.85 Consent granted for display of 5 internally illuminated box signs on a flag pole.
Display of 3 internally illuminated fascia signs on the canopy and 2 externally illuminated spanner panels.

CONSIDERATIONS Planning permission has been recommended for redevelopment of the site as a petrol service station with car wash only.
The proposed scheme will replace all existing advertisements on site, and as the RENAULT garage/workshop is to cease operation all ~~other~~ signage will be related to the Texaco garage function.
The petrol pump canopy will have black fascia boards on three sides with illuminated 'TEXACO' letters and logo similar to that existing. 'Star Market' non illuminated signs ~~measuring~~ will be positioned on spanner board above pumps similar to existing. An externally illuminated services sign measuring 2000 x 450 mm will be positioned at the rear of the site above the vacuum and air pump services, as will two car wash directional signs (internally illuminated white on red background) measuring 3045 x 1220 mm and 1825 x 760 mm. A further non illuminated car wash sign is to be placed on the car wash screen. The service station shop fascia board sign will be opaque red with white and yellow illuminated letters and star logo. The above proposals are considered to provide a less intrusive and better integrated proposal than the existing signage and are therefore considered acceptable. Two pole signs are proposed, one a

Our ref. CA1361

Ext. 2624

Your drawing no(s). 2000-31, 2000-8, 4, 2000-63, 2000-1

Application No. 9000-5

CA/9220155

①

The display of one externally illuminated 'services sign' at the rear of site measures 2 m x 3.45 m.

~~• Refuse consent for the following reason(s):~~

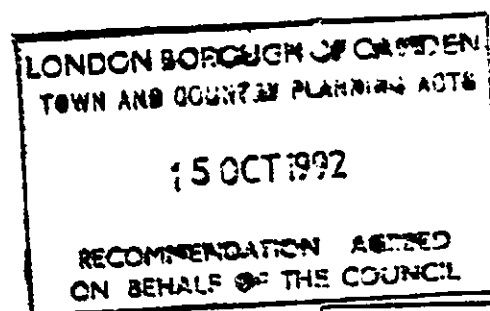
②

The proposed advertisement would have an adverse effect on the appearance of the building and the visual amenity of the area by reason of its size, position and detailed design.

- *Delete where inappropriate*

Reason(s) for additional condition(s):

Informative(s):



Plng.Asst. MJD

Area Off. 7/10/

Group Off.