



Your ref: 67 upper berkeley street c...
My ref: 21/00074/AD7

Please reply to:
Tel No:

Ken Powell
07866040188

Mr S Day
Daylight Signs
1 The Old Rectory,
Fleggburgh Road
Rollesby
Norfolk
NR29 5AJ

Development Planning
Westminster City Hall
PO Box 732
Redhill, RH1 9FL

14 January 2021

Dear Sir/Madam

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007
CONSENT TO DISPLAY ADVERTISEMENT

The City Council has considered your application and agrees to the display of the advertisement referred to below in accordance with the plans submitted, for the period specified below and subject to the conditions on the attached sheet.

SCHEDULE

Application No: 21/00074/AD7

Date Received: 06.01.2021

Date Amended: 06.01.2021

Plan Nos: APPLICATION FORM as received on 6 January 2021

Address: 67 Upper Berkeley Street, London, W1H 7QU,

Description of Advertisement: Display for a temporary period of six months of a non-illuminated estate agent board attached to the railings in front of the building at street level and measuring 0.6 x 0.45m.

(continued)

Standard Conditions:

- 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.
- 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.
- 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.
- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- 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.

Additional Conditions:

- 6 This consent is granted for a limited period of six months from the date of this decision or until the premises are let or sold whichever is the shorter, at the expiry of which the board hereby approved and any supporting structure shall be removed. (C35A)
- 7 The board and lettering shall be in black, white and/or grey. (C35B)
- 8 The board shall contain only the name of the estate agent(s), the type and the size of the available property, the kind of the intended transaction and telephone number. If the name of the erecting contractor is to be incorporated, this shall be done in letters which do not exceed 2.5 cm. in height. (C35C)

Reason for conditions (other than conditions 1, 2, 3, 4 and 5) or a period of consent (if less than full period)

The board must meet the aims of the Direction made under Regulation 7 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It would harm the appearance of the area if displayed for a longer period, in other colours, or with other information. This is as set out in DES 8 (B) of our Unitary Development Plan that we adopted in January 2007. (R35AB)

If you object to any conditions imposed by the City Council other than the Standard Conditions 1, 2, 3, 4 and 5, you may appeal to the Planning Inspectorate by notice in writing within two months from the receipt of this decision, or such longer period as the Planning Inspectorate may allow.

Note:

- The Plain English Crystal Mark applies to those conditions, reasons and informatives in this letter which have an associated reference number with the prefix C, R, X or I.
- The terms 'you' and 'your' include anyone who owns or occupies the land or is involved with the development.
- The terms 'us' and 'we' refer to the Council as local planning authority.



Yours faithfully

Deirdra Armsby.

Deirdra Armsby
Director of Place Shaping and Town Planning

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