

Delegated Report**Development Planning****Address:** 67 Upper Berkeley Street, London, W1H 7QU,

Case No.:	21/00074/AD7	TP:	PP-09395619
Date Received:	06.01.2021	Date Valid:	06.01.2021
Date amended/ completed:	06.01.2021	8 Wk Date:	03.03.2021
		EoT date:	
Agent:	Mr S Day / Daylight Signs	On behalf of:	
Development Plan Context:	– London Plan July 2011 – Westminster's City Plan November 2016 - Unitary Development Plan (UDP) January 2007		

LB: II **CA:** Portman Estate**Proposal:**

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.

Consultations:

None required.

Relevant Planning History:

20/03851/AD7

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.

Application Permitted 14 July 2020

Considerations:

The proposed estate agent board sign is considered to be acceptable in terms of its size and location and complies with the advertisement regulations.

Renewal of a board that expires on 14th January 2021.

Recommendation:

Grant conditional advertisement consent.

Case Officer or Morning Meeting Officer: Matthew Hollins	Date: 13 January 2021
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Reason (if over 8/13 wk deadline):

Item No.

DRAFT DECISION LETTER

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

Proposal: 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.

Plan Nos: APPLICATION FORM as received on 6 January 2021

Case Officer: Ken Powell **Direct Tel. No.** 07866040188

Recommended Condition(s) and Reason(s) or Reason(s) for Refusal:**Reason:**

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)

Item No.