

Application ref: 2023/4694/A
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Date: 11 January 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE
Phone: 020 7974 4444
planning@camden.gov.uk
www.camden.gov.uk/planning

Haworth Tompkins
110 Golden Lane
London
EC1Y 0TL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
The Warburg Institute
Woburn Square
London
WC1H 0AB

Proposal: Installation of 1x non-illuminated fascia sign lettering and 2x temporary PVC banner signs on Gordon Square elevation.
Drawing Nos: 1811-HT-39-100 Rev C1, 1811-HT-39-101 Rev P1, 1811-HT-39-102 Rev P1, Location Plan

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.

- 6 The two (2) PVC banner signs hereby permitted along the Gordon Square elevation are for a temporary period of 12 months only between the 1st July 2024 and 30th June 2025 (inclusive); the PVC banners shall be removed before 1st July 2025.

Reason: The PVC banners are not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance and any impact that may arise from its long term presence on the host building and wider Conservation Area. The retention of the PVC banners beyond the permitted timeframe would be contrary to the requirements of policies D1, D2, and D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission.

The proposed 1x non-illuminated fascia sign and 2x temporary PVC banner signs (both on Gordon Square elevation) are considered to be acceptable given the size, design, materials, and location. The permanent fascia sign features bronze metal letters affixed to the fascia on a precast band, which is considered an acceptable design for the host building and wider Conservation Area. The PVC banner signs will be erected on a temporary bases, for use in special events and exhibitions - a condition has been included which requires their removal after one year following their installation in July 2024.

Overall, the signs would preserve the character of the streetscene and the historic and architectural interest of the wider Conservation Area. Thus, the proposed signage is considered acceptable.

The signs would not be harmful to either pedestrian or vehicular safety, nor have any adverse impact on neighbouring amenity given their scale and lack of illumination.

No objections have been received following statutory consultation. The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposal is in general accordance with Policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework 2023.

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

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer