

Mr Gary Williams
The White House,
Albany Street
London
NW1 3UP

Application Ref: **2016/6244/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

12 January 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
The White House
Albany Street
London
NW1 3UP

Proposal:
Display of non-illuminated signage board on the Albany Street elevation.
Drawing Nos: Site and site location plans; Elevations A-1; LF781 - All Elevations.

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.

Informative(s):

- 1 Reasons for granting advertisement consent:

The display of an external signage board (410mm x 320mm) to the right of an entrance located on the Albany Street elevation is considered to be acceptable in terms of its size, design, location and the non-illuminated nature of the sign. It would not have any adverse impact on the neighbouring amenity, nor be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance. It is also considered that the proposal would preserve the special architectural and historic interest of the listed building and would not harm the character and appearance of the wider streetscape, and as such, the proposals are in accordance with Council policies and guidelines, and are acceptable.

Concerns were initially raised with regard to the inclusion of an awning within the application proposal given that this would likely contribute to visual clutter within the streetscape and have a detrimental impact on the unbroken elevation to Albany Street and its symmetry. Following Council advice, the applicant has submitted amended drawings which remove the awning from the proposals, and as such, the proposals are now considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision.

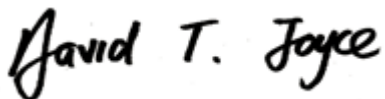
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy 2010, policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies 2010, the London Plan 2016 and the National Planning Policy Framework 2012.

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 in regard to your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities