

Application ref: 2020/3065/A
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Jones Lang LaSalle Limited
30 Warwick Street
London
W1B 5NH

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Former Odeon Site and Rosenheim Building
25 Grafton Way
London
WC1E 6DB

Proposal:

Display of 4 information monoliths around perimeter of building (junction of Grafton Way and Tottenham Court Road, Grafton Way entrance, Huntley Street and junction of Beaumont Place and Grafton Way); 2 signs to flanking walls of Huntley Street / Grafton Way Entrance; and 1 sign to 'drop off entrance' on Grafton Way; all signs to be non-illuminated.

Drawing Nos: External Signage UCLH - 'Grafton Way Building' Rev J dated 08.09.20; Site Location Plan; Cover letter prepared by JLL dated 10 July 2020

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 Reason for granting consent-

Following discussions with the West End Projects Team, the location of information monolith 'M4' was revised to provide more space for pedestrians with push-chairs/wheelchairs on Huntley Street. The location of information monolith 'M3' would be set back by 3.5m from Grafton Way and would be located behind the existing bollards rather than on the pavement. Transport officers have raised no objections to the 4 monoliths or the free standing entrance sign, all of which are located within the site boundary and do not obstruct the footway. The size and design of the information monolith is considered acceptable in the context of hospital signage. The modest size, design and location of the remaining signs is considered to be acceptable.

The various signs would not have a harmful impact on the appearance of the host building and streetscene, on the character of the conservation area or on neighbouring amenity. They will not create any public safety hazard to pedestrians and traffic.

The planning and appeal history of the site has been taken into account when

coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The development also accords with the NPPF and the London Plan 2016.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Director of Economy, Regeneration and Investment