

Application ref: 2020/5396/A
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Date: 20 May 2021

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Mackay and Partners
50 Farringdon Road
London
EC1M 3HE

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 1x halo illuminated entrance sign and 1x internally illuminated totem sign Osnaburgh elevation.

The proposed signs are considered acceptable in terms of size, location, detail and method of illumination. The size and location of the signs at the hotel's original entrance and at a separate restaurant entrance are considered appropriate as they respect the architectural features of the host building. Given the large scale and character of the host building, they are modest in scale and would not be considered unduly dominant in the street scene. The method of illumination is at a low level and limited to lettering only, which is considered appropriate to the building's use and is not considered to cause harm to the special architectural and historic interest of the Grade II listed building.

Due to the low level of illumination, limited to lettering only, the signs would not harm the amenity of any adjoining occupiers in terms of outlook or light spill. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

Special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with CPG for Advertisements, the London Plan 2021 and the National Planning Policy Framework 2019.

Drawing Nos: 210417_MWH_DA_Forecourt SIGNAGE 02 (Apr 21), 612.17_EX_01XX_100, 612.17_C_0700_451, 612_17_P_0700_550,

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 internally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting consent

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Due to the low level of illumination, limited to lettering only, the signs would not harm the amenity of any adjoining occupiers in terms of outlook or light spill. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

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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 positioned above the printed name.

Daniel Pope
Chief Planning Officer