

Application ref: 2023/1862/A
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
20-23 Greville Street
London
EC1N 8SS

Proposal: Installation of 2 illuminated, brushed brass signs to the north and west elevations at first floor level.

Drawing Nos: 248-050 rev A, SK08 rev 1, SK02 rev 3, Cover letter dated 9th May 2023

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 consent

The proposed works include the installation of two illuminated fascia signs at first floor level. They would be installed to the north elevation fronting Greville Street and the west elevation facing Bleeding Heart Yard. They would measure 2581mm wide x 508mm high to the north elevation and 1340mm wide x 209mm to the west elevation. The signs would consist of brushed brass lettering with an opal face, which would be lit with halo illumination to 500 lumens.

The fascia signs are considered acceptable in terms of their size, number, position and luminance levels and do not appear out of proportion with the building or the area. The design of the signage reflects the character and materiality of the recently redeveloped building, and is in keeping with the character of this part of the Hatton Garden Conservation Area.

The proposed signage would not impact on amenity in terms of light spill or outlook, nor would they be harmful to either pedestrian or vehicular safety, given the low lux levels. Overall, the advertisements and illumination are considered appropriate in this context. The proposal therefore raises no public safety concerns.

The application site's planning history was 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 proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

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