

Application ref: 2023/1446/A
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Leach Rhodes Walker
Ground Floor West
50 Dearthmans Place
Manchester
M3 5LH

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**18 Vine Hill
London
EC1R 5DZ**

Proposal:

Display of 2 x internally illuminated fascia signs, 2 x externally illuminated fascia signs, 1 x internally illuminated projecting sign all at ground floor level and 1 x internally illuminated projecting sign at 3rd floor level.

Drawing Nos: L(90)012; L(00)240 Rev B; L(00)241 Rev A; L(00)242 Rev B; 6331 BT Rev: 10/3 (x14 pages).

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 application relates to a building that was given planning permission on 2nd January 2020 for the erection of an 8-storey building comprising a hotel with ancillary ground floor restaurant/café facilities and 9 flats (2018/6016/P). It is within the Hatton Garden Conservation Area.

The proposal is for the display of two internally illuminated fascia signs, two externally illuminated fascia signs all at ground floor level, two internally illuminated projecting signs: one at ground floor level and the other one at 3rd floor level on the Eyre Street Hill elevation.

Following our advice, a revision was received to amend the level of luminance to 400cd/m² for all signs.

The proposed signage would not obscure or damage any architectural or features, nor would it be harmful of the host property, nor detract from the character and appearance of the wider Hatton Garden Conservation Area.

Additionally, the proposed signage would not have any adverse impact on the

public highway nor be harmful to public safety in accordance with the Camden Planning Guidance and would not have any adverse impact on public amenity.

Overall, therefore, the proposed signage is considered to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination.

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

As such, the proposed development 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 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