

Application ref: 2023/2219/A
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Date: 3 August 2023

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Logic Planning
Flat 1
25 Lordship Park
Hackney
London
N16 5UN

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
1 Ely Place
London
EC1N 6RY

Proposal:
Display of 3no. non-illuminated fascia signs and 2no. non-illuminated projecting signs

Drawing Nos: Site Location Plan UKCSN-TET-SW-00-DR-I-00.950, UKCSN-TET-SW-00-DR-I-00.95, UKCSN-TET-SW-00-DR-I-00.952 Rev C, UKCSN-TET-SW-00-DR-I-00.953 Rev C

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 advertisements include the display of three fascia signs and two projecting signs. The application site is a prominent corner building located in the Hatton Garden Conservation Area with three elevations facing on to Hatton Garden, Holborn Circus and Charterhouse Street.

The three fascia boards would be painted black with hand painted white lettering spelling out the brand name. The fascia signage would be non-illuminated and would not dominate the elevations of the building. The fascia signage would be sympathetic to the host building and the wider conservation area and is considered acceptable.

The two projecting signs would be located on the Hatton Garden and Charterhouse Street elevations. The signs would be located approx. 4.3m above street level and would be below first floor level. The signs would be subordinate to the elevations of the building and would be non-illuminated. The signs would have a black background with white lettering spelling out the company name which is considered acceptable.

The proposal is considered to preserve the character and appearance of the

conservation area. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The proposal is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers.

The fascia and projecting signage, by virtue of its siting, scale and design, would not pose a significant hazard to transport and highway users nor impact significantly on public safety.

No objections have been received prior to making this decision. The planning 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 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 blue rectangular background.

Daniel Pope
Chief Planning Officer