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30 October 2023

Our Ref: NLR/TEY/MSP/U0019379

Your ref: PP-12357778

Town and Country Planning (control of Advertisements) Regulations 2007 (as amended)
Application for Consent to Display an Advertisement
Saffron House, 6-10 Kirby Street, Camden, London, EC1N 8TS

On behalf of our client, BNP Paribas Depository Services (jersey) Limited and BlackRock (Channel Islands) Limited as Trustees of the Saffron House Unit Trust c/o Blackrock (the "Applicant"), we write to submit an application for advertisement consent in respect of proposals for a projecting sign at Saffron House, 6-10 Kirby Street, Camden, London, EC1N 8TS (the "Site").

As such, advertisement consent is sought for:

"Installation of a non-illuminated projecting sign".

Site and Surrounding Area

The site is situated at 6-10 Kirby Street on the western side of the London Borough of Camden. The Site is within the Hatton Garden Conservation Area; however, it is not listed, nor is it seen as a positive or negative contributor to the conservation area as stated within the Hatton Garden Conservation Area Appraisal. The Site sits within the setting of a number of prominent listed buildings and structures. These comprise:

- 25 and 27 Farringdon Road (Grade II);
- 10 and 11 Greville Street (Grade II);
- 31 Hatton Garden (Grade II); and
- St Andrews Parochial Schools (Grade II).

It sits within the Central Activities Area ("CAZ"), as well as the London suburbs archaeological priority area. The wider surrounding streets provide a mix of land uses including predominately residential and commercial on Kirby Street and Specialist retail to the south and southwest along Hatton Garden and Greville Street respectively. The site is easily accessible from the major concentration of business and commercial activity and the established commercial hub of the City of London. The site is in close proximity to Farringdon (Metropolitan, Hammersmith & City, Circle, Elizabeth, and National Rail) and Chancery Lane (Central Line) Stations. The site also benefits from a variety of bus routes, giving it a public transport accessibility rating ("PTAL") of 6b (excellent).

The Proposals

The application is submitted pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations (2007).

The application proposes one non-illuminated projecting sign to be installed to the ground floor façade of Saffron House on the Saffron Hill frontage. The sign will be 400mm in height and 500mm in width. The sign will consist of aluminium material with stencil cut vinyl graphics, with a black background and chrome coloured text.

Please refer to the accompanying drawing pack, prepared by Ben Adams Architects for further details.

Policy Context

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements only in the interests of amenity and public safety, considering the provisions of the development plan, in so far as they are material, and any other relevant factors.

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, the relevant statutory development plan for the purposes of this application is:

- The London Plan (2021); and
- Camden Local Plan (2017).

Relevant supplementary planning guidance for the site includes the Hatton Garden Conservation Area Appraisal and Management Plan (2017) and Advertisements in Camden Planning guidance (“CPG”) (2018).

Guidance contained within the National Planning Policy Framework (“NPPF”) (2023) is also a relevant material consideration.

Policy Assessment

Regulation 3 of the Town and County Planning (Control of Advertisements) (England) Regulation 2007 states that applications for advertisement consent should be considered in light of any impact which the proposed advertisements would have to public amenity and highway safety. It is considered that the proposed advertisements would not impact upon either public amenity or highways safety and will identify the building. It is therefore considered that the proposed advertisement is in accordance with Regulation e of the Town and Country Planning (Control of Advertisements) (England) regulations.

Local Plan Policy D4 and Camden’s Advertisements CPG (2018) require all advertisements and signs to respect the form, fabric, design, and scale of the host building and setting. All signs should ensure that they serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.

Local Plan Policy D4 states that Camden will support advertisements that:

- Preserve the character and amenity of the area; and
- Preserve or enhance heritage assets and conservation areas.

The proposed advertisement has been designed to be in keeping with the surrounding area and minimise its visual prominence in the street scene, while also identifying Saffron House. This will ensure that there is minimal impact on the character and appearance of the host building and the wider street scene. The proposed sign will be non-illuminated, limiting the impact the signage will have on amenity and public highway safety within the surrounding area.

It is considered that the proposed design is in keeping with the character and appearance of the area given the function and activity of the Hatton Garden Conservation Area, alongside the commercial character of Kirby Street. In turn, the proposals will sensitively activate the street scene in this location and contribute to its vitality and function whilst supporting wayfinding to Saffron House.

It is therefore considered that the proposed signage design is in line with Camden Local Plan Policy D4 and CPG.

Application Enclosures

In accordance with Camden Council’s requirements for applications for advertisement consent, the following

documentation is enclosed alongside this covering letter:

- Completed planning application forms, submitted via the planning portal (PP-12357778), prepared by Gerald Eve LLP;
- Site Location Plan, prepared by Ben Adams Architects; and
- Advertisement Drawing Pack, prepared by Ben Adams Architects;

The requisite fee of £196.00 (in addition to the planning portal administration fee of £64.00), has been paid online via the planning portal. We trust the above and enclosed is sufficient to formally validate this application. If you have any queries, please contact either Tom Eyres (0207 333 6429 / teyres@geraldeve.com) or Matthew Spencer (0203 486 3678 / [mspencer@geraldeve.com](mailto:m Spencer@geraldeve.com)) of this office.

Yours faithfully,

A handwritten signature in black ink that reads "Gerald Eve LLP". The signature is written in a cursive, slightly stylized font.

Gerald Eve LLP