

Application ref: 2023/4828/A
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Omnicide
96
Belsize Lane
London
NW3 5BE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**90 Leather Lane
London
EC1N 7TT**

Proposal:

Erection of 1 x backlit fascia sign and 1 x externally lit double sided projecting sign.
Drawing Nos: Design and Access Statement dated November 2023 prepared by omnicide,
A-0.00, A-0.01, A-0.20, A-1.00, A-4.00, A-4.10.

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 permission:

The externally illuminated projecting sign will have a maximum projection of 700mm, a height of 450mm, a depth of 5cm and will sit 2.3m above the natural ground level.

The backlit fascia sign will have a width of 950mm, a height of 210mm, a depth of 3cm and will sit above the entrance door at a height of 2.92m above the natural ground level.

The proposed fascia sign and projecting sign are considered acceptable in terms of its size, position and do not appear out of proportion with the building or the area.

The proposal would, therefore, preserve the character and appearance of the host building, streetscene and wider Hatton Garden Conservation Area, and is acceptable.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. 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 policies A1, D1,

D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023.

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