

Application ref: 2024/2493/A  
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Date: 20 August 2024

**Development Management**  
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Studio Ghazal Limited  
1002 Barnard house  
34 heygate street  
London  
SE17 1FX  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**29 Leather Lane**  
**London**  
**EC1N 7TE**

Proposal: Display of 1x externally illuminated fascia signage and 1x non-illuminated blade sign.  
Drawing Nos: Location plan; TNK-SGDM-EX-XX-DR-A-100 P3; TNK-SGDM-PR-XX-DR-A-100 P3; TNK-SGDM-PR-XX-DR-A-300 P2

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.

- 6 The fascia signage hereby approved shall be limited in illumination to 500 cd/m<sup>2</sup> and the illumination shall be static in nature.

Reason: To protect local amenity in accordance with policy A1 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission:

This application seeks permission for the display of 1x externally illuminated fascia signage and 1x non-illuminated blade sign. The fascia signage would be approximately 4730mm in width and 675mm in length and externally illuminated by an overhead trough-light in white colour. The proposed blade sign would be non-illuminated and approximately 395mm in length, 395mm in depth and 75mm in width.

The proposed fascia sign and blade sign would replace the existing ones to facilitate the renovation of the shopfront and are considered acceptable in terms of size, number, position and luminance levels. They would be at a height similar to the replaced fascia sign and blade sign. As such they would not appear out of proportion with the host building, Leather Lane or the Hatton Garden Conservation Area. The agent has confirmed in writing that the illuminance level of the external trough-light would be below 500 cd/m<sup>2</sup> and this could be secured through a planning condition, which is appropriate in this location.

The signage would not impact on amenity in terms of light spill or outlook, nor

would it be harmful to either pedestrian or vehicular safety. The signage therefore raises no public safety concerns. The application site's planning history was taken into account when coming to this decision.

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.

As such, the proposed development is in general accordance with policies A1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023 and CPG Advertisements 2018.

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 2023.

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