

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		13/03/2008	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/a	
<b>Officer</b>				<b>Application Number(s)</b>			
Carlos Martin				2007/4568/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
70 Hatton Garden London EC1N 8JT				Refer to Draft Decision Notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Display of two retractable awnings to retail unit (Class A1).							
<b>Recommendation(s):</b>		Grant Advertisement Consent					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
<b>Summary of consultation responses:</b>		N/a					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		N/a					

### Site Description

Ground floor A1 premises located in the junction of Hatton Garden and St Cross Street, within Hatton Garden conservation area.

The site has been identified as a building of interest in the Hatton Garden conservation area statement.

### Relevant History

1956: permission granted (CA3073/708) for display of applied wooden lettering sign, vertically on flank wall.

1977: permission granted (CA3073/AD444) for display of a shopfront fascia with internally illuminated lettering.

1977: permission granted (N13/6/9/23447) for the change of use of the ground floor of No. 70 Hatton Garden from showroom to retail shop and the installation of a new shopfront at 70 Hatton Garden and 22-23 St Cross Street.

1982: permission granted (CA3073/AD1911) for display of an internally illuminated projecting box sign measuring at fascia level on the northern end of the Hatton Garden frontage.

### Relevant policies

UDP (2006): B4 & B7.

Camden Planning Guidance

Hatton Garden Conservation Area Statement.

### Assessment

Advertisement consent is sought for the display of two retractable awnings to a jewellery shop (Class A1) located within a conservation area.

The proposed awnings would be located above the existing shopfront windows of each elevation of this corner shop. The awnings would be identical; black colour, acrylic "canvas" with small sized white lettering displaying the name of the business.

The proposed awnings would not be detrimental to the character of the surrounding environment and would respect the architectural features of the existing shopfront. Both elevations are of a functional and modern design with practically no decorative details; therefore the awnings here will not obscure any architectural features. The awnings are considered to be of a satisfactory design and appearance and would not compromise the visual amenity of the area nor highway safety. The location and size of the awnings would not cause any foreseeable adverse effect on public safety or neighbouring residential amenity and would not detrimentally affect the appearance of the host building or the character and appearance of this part of the Hatton Garden conservation area, and as such, are considered to comply with policies B4 and B7.

Recommendation: Grant Advertisement consent.

### **Disclaimer**

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