

Mr Aaron Peate  
Indigo Planning  
Swan Court  
11 Worples Road  
London  
SW19 4JS

Application Ref: **2015/6258/A**  
Please ask for: **Elaine Quigley**  
Telephone: 020 7974 **5101**

26 February 2016

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Saffron House**  
**6-10 Kirby Street**  
**London**  
**EC1N 8TS**

Proposal:

Display of internally illuminated fascia sign detailing the name of the office building on the front elevation (B1 use class)

Drawing Nos: P001; P002; P100\_A; P101; P120; P200\_B; P201\_A; P400\_C; P500\_A, P700\_A; P701\_B

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 proposed centrally located signage at first floor level displays the name of the building (Saffron House) with each letter being internally illuminated. The lettering would be located above the ground floor level and would be of a height and size that would not unbalance the proportions of the 1980's host building. It would therefore be considered acceptable in terms of its size, location, design and method of illumination and would preserve and enhance the character and appearance of the conservation area.

The surrounding properties are mainly commercial in nature, and thus the signs will not impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety.

No objections have been raised in relation to the proposal. The application site's planning history and relevant appeal decisions have been taken into account when

coming to this decision.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

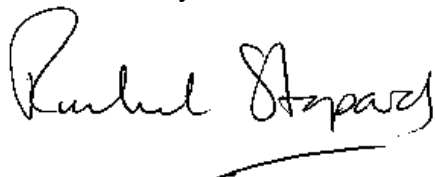
The proposed development is in general accordance with Policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and Policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with Policies 7.4, 7.6 and 7.8 of the London Plan 2015; and the provisions of paragraphs 14, 17, 56-68 and 126-141 of the National Planning Policy Framework 2012.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard  
Director of Culture & Environment