

Mr Estefania Canellas  
Varo Consulting  
154-160 Fleet Street  
London  
EC4A 2DQ

Application Ref: **2016/1293/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

11 May 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**58 Hatton Garden**  
**London**  
**EC1N 8LS**

Proposal:  
Display of 2x non illuminated fascia signs and 1x internally illuminated projecting sign.  
Drawing Nos: Site location plan; 1 revb; 2 revB; 3 revB

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 non illuminated fascia signs and internally illuminated projecting sign are acceptable in terms of size, design, location and method of illumination as they respect the architectural features of the host building. They would not be unduly dominant in the street scene and would therefore preserve and enhance the character and appearance of this part of the Hatton Garden Conservation Area. Due to its size and low level of illumination, the projecting sign would have a little impact in terms of light spill as only the lettering is illuminated therefore it would not be considered harmful to the amenity of any adjoining occupiers or be considered harmful to either pedestrian or vehicular safety and therefore it raises no public safety concerns.

Following officer advice the proposals have been amended to reduce the number of projecting signs to one; retain the fascia signs material as timber with illumination removed and removal of the proposed plastic awnings.

The site's planning history was 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 s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, 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 March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67 of the National Planning Policy Framework.

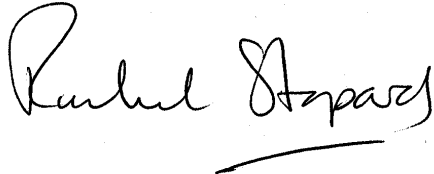
- 2 You are advised that the Illumination for the advertisements must be in line with the 'Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'

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 Supporting Communities