

Ms Anca Mihalache
Round Robin Studio Ltd
23 Elsworthy Road
London
NW3 3DS

Application Ref: **2016/6656/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

24 January 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
9-15 Leather Lane
London
EC1N 7ST

Proposal: Display of 2 externally illuminated (back-lit lettering only) fascia and 2 non-illuminated fascia signs, and 2 non-illuminated signs above entrance doorways (all signage on Leather Lane and Beauchamp Street elevations).

Drawing Nos: (AP(10)-)000-01 rev 3, 000-02 rev 3, 099-01 rev 3, 100-0 rev 31, 200-01 rev 3, 200-02 rev 3, 300-01 rev 3, 300-02 rev 3; (AP(20)-)099-01 rev 3, 100-01 rev 3, 200-01 rev 3, 200-02 rev 3, 300-01 rev 3, 300-02 rev 3; AP(31)500-01 rev 3; and AP(71)500-01 rev 3.

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

Informatives:

- 1 Reasons for granting advertisement consent:

The proposed display of 2 externally illuminated (back-lit lettering only) fascia and 2 non-illuminated fascia signs, and 2 non-illuminated signs above the entrance doorways (all signage on Leather Lane and Beauchamp Street elevations) are considered to be acceptable in terms of their size, design, colour, materials, location and methods of illumination. The signs would not have any adverse impact on the neighbouring amenity, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, the signage would preserve the street scene and wider character of the Hatton Garden conservation area, and are therefore considered to be acceptable.

Concerns were initially raised with regards to the positioning of full width fascia boards on both shopfront elevations with the 'Mugen' signage positioned at the outermost edge of these boards. This wasn't considered to respect the existing

building lines and vertical columns of the host building especially in a highly visible and prominent corner position within a busy market and thoroughfare. Following Council advice, the applicant has submitted amended drawings which repositioned the boards and signage more appropriately. These amendments are considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

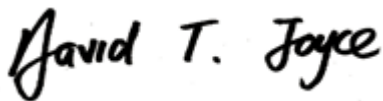
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies 2010, the London Plan March 2016 and 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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities