

Miss Jessica Carmichael
Indigo Planning Ltd
Swan Court
Worple Road
London
SW19 4JS

Application Ref: **2017/1354/A**
Please ask for: **Emily Whittredge**
Telephone: 020 7974 **2362**

29 March 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Farringdon Point
29-35 Farringdon Road
London
EC1M 3JF

Proposal: Display of non-illuminated fascia sign at corner first floor level. Display of internally illuminated fascia sign at entrance ground floor level.

Drawing Nos: 13757-LOCATION Rev C, 13757-ES Rev E, 13757-CS Rev D.

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 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.

- 5 The intensity of the illumination of the fascia sign shall not exceed 600 candelas per square metre between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

REASON: To ensure that the advertisement does not harm the character and appearance of this part of the Conservation Area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reasons for granting permission

The proposed development relates to a multi storey concrete office block on the corner of Farringdon Road and Greville Street, within the Hatton Garden Conservation Area. The application seeks to display two fascia level advertisements with the name of the host building: one advertisement on the corner elevation at first floor level comprising non-illuminated 3D individual powder coated metal letters 211mm high; a second sign is proposed above the main entrance on Farringdon Road, and would be formed of recessed concrete effect letters 181mm high with concealed LED strips to statically wash across the

recessed face.

The proposed static illuminated lettering, with a maximum luminance of 400 cdm, would not exceed the maximum permitted recommended luminance by the Institution of Lighting Professionals. The maximum luminance within an urban or a suburban area is stated as 600 cdm by the ILP. The proposed signage would be small in scale and sympathetic to the host building and surrounding conservation area. No harm would be caused in respect of visual amenity or transport impacts of the development.

The 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 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, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies and policies A1, D1, D2 and D4 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2012.

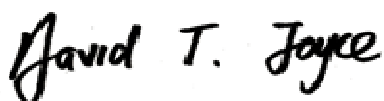
- 2 The emerging London Borough of Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

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



David Joyce
Director of Regeneration and Planning