

Planning Department
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Date: 24 May 2017
Our ref: 14841/NG/ER/13674194v3
Your ref: PP-05933354

Dear Sir/Madam

Hatton Square Business Centre, 16-16a Baldwin's Gardens and 31-37 Leather Lane: Application for Advertisement Consent

On behalf of our client, Workspace Group PLC, please find enclosed an application for advertisement consent for signage at Hatton Square Business Centre.

This application has been submitted via the Planning Portal (ref. PP-05933354) and comprises the following documents:

- 1 Completed application form;
- 2 Site Location Plan (drawing ref. 203a_A_P_001_01);
- 3 Signage Application Statement, prepared by Karakusevic Carson Architects (ref. 203a-A-REP-D&A_01);
- 4 Application drawings, prepared by Karakusevic Carson Architects:
 - a Proposed North Elevation (drawing ref. 203a_A_P_300_00 rev 01);
 - b Proposed East Elevation (drawing ref. 203a_A_P_300_02);
 - c Proposed West Elevation (drawing ref. 203a_A_P_300_03 rev 02);
 - d Proposed Ground Floor Plan (drawing ref. 203a_A_P_110_11 rev 01);
 - e Proposed Sections/Elevations (drawing ref. 203a_A_P_200_00); and
 - f Leigh Place Sign Elevation 01 (page 12 of the Statement).

A cheque for £110 made payable to London Borough of Camden has been sent separately to cover the requisite application fee. The fee is in accordance with the Town and Country Planning (Fees for Applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012 (as amended). The fee has been determined on the basis of 'advertising relating to the business on the premises'.

Background

Planning Permission was granted in June 2010 for the erection of infill and roof top extensions to 16-16a Baldwin's Gardens and 31-37 Leather Lane for the provision of offices, workshops, a retail shop and ancillary



café (ref. 2010/0646/P). This permission was renewed in June 2013 (ref. 2013/1086/P) and subsequently amended to allow for changes to the approved design.

In June 2016, a further application was submitted to the London Borough of Camden seeking planning permission for use of Hatton Square Business Centre as a restaurant (Use Class A3) (ref. 2016/3239/P). This application is still being discussed with the Council and is due to be determined shortly.

Construction has commenced on site and the completion of the main refurbishment works and extension to the existing building is anticipated in summer 2017. As part of this work and in accordance with the construction programme, 13 individual box signs have been installed above the entrance to the building (on Baldwin's Gardens) and one illuminated sign has been installed on the east elevation, facing onto Leather Lane. This has allowed for the necessary wiring and finishes to be completed. On this basis, our client is seeking consent in retrospect for these two signs.

In addition, one further sign is proposed for the purposes of identification and way-finding. Therefore, in total, this application seeks advertisement consent for three elements of signage and this is detailed below.

The Site

The application site comprises 16-16a Baldwin's Gardens and 31-37 Leather Lane (the Hatton Square Business Centre). It is located within the Hatton Garden area of the London Borough of Camden and fronts onto Leather Lane Neighbourhood Centre.

The application site lies within the Hatton Garden Conservation Area but does not comprise a listed building.

The Proposal

Advertisement consent is sought for the following signage:

- 1 In retrospect, one illuminated sign located on the east elevation which projects onto Leather Lane to display the building name. The sign will measure 2750mm (H) x 400mm (W) x 210 (D) and comprise a black metal framed box with a white translucent acrylic infill panel fixed to the wall via two supporting brackets. The lettering will be black opaque acrylic to sit flush with the infill panel and measure a maximum height of 200mm. The light source will be an 'appletec LED light sheet' concealed within the box sign. The illuminance levels will not exceed 600 cd/sqm. Please refer to drawing ref. 203a_A_P_300_02 for further details.
- 2 In retrospect, thirteen small illuminated signs located on the north elevation at first floor level and projecting onto Baldwin's Gardens. Each sign comprises a separate letter which together displays the building name, 'The Record Hall'. The signs will measure 400mm (H) x 400mm (W) x 210mm (D) and comprise a black metal framed box with a white translucent acrylic infill panel fixed to the wall via a supporting bracket. The lettering will be black opaque acrylic to sit flush with the infill panel and measure a maximum height of 225mm. The light source will be an 'appletec LED light sheet' concealed within the box sign. The illuminance levels will not exceed 600 cd/sqm. Please refer to drawing ref. 203a_A_P_300_00 rev 01 for further details.
- 3 One printed sign located on the west elevation and facing onto Leigh Place to display the building name and company's details. This sign will not project off the wall and will not be illuminated. The sign will measure 3050mm (H) x 600mm (W) and comprise a single sheet folded metal tray with printed sign design. The sign will be black and feature white and blue writing with a maximum letter height of 300mm. Please refer to drawing ref. 203a_A_P_300_03 rev 01.



The accompanying Elevations and Sections show the locations of the proposed signage in relation to the building and surrounding area. The supporting signage application Statement provides further design and technical detail.

Legislative Context

Planning (Listed Buildings and Conservations Areas) Act 1990

Under Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, where advertisement is in a conservation area, the local planning authority must pay special attention to the desirability of preserving or enhancing the character and appearance of that area.

Town and Country Planning (Control of Advertisements) Regulations 2007

The erection of an advertisement is controlled under the Town and Country Planning (Control of Advertisements) Regulations 2007. When considering applications for advertisements that require consent, the local planning authority may only take into account two considerations: amenity and public safety.

Amenity includes aural and visual amenity (regulation 2(1)) and the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)).

Factors relevant to public safety include the safety of persons using a highway, interpretation of traffic signs and the operation of devices for security, surveillance or measuring vehicle speed (regulation 3(2)(b)).

Local Planning Policy and Guidance

The Statutory Development Plan for London Borough of Camden comprises the Core Strategy (2010), Development Policies (2010) and Allocations Plan (2013). The Council is currently in the process of preparing a new Local Plan and the draft document was submitted for examination in June 2016. The Council has recently consulted on the Main Modifications in response to the Inspector's comments. Given the advance stage of the Plan, it should be given weight in the determination of this application.

Adopted Policy DP24 (Securing high quality design) of the adopted Development Management Policies (November 2010) expects consideration to be given to the quality of materials used.

Policy DP25 states that the Council will "*only permit development within conservation areas that preserves and enhances the character and appearance of the area*".

Emerging Policy D4 (Advertisements), states that the Council "*will require advertisements to preserve and enhance the character of their setting and host building*" with particular regard to conservation areas. Where signs are illuminated, the type and appearance should be sympathetic to the design of the building on which it is located. Such advertisements should not become unduly dominant in the street scene, cause light pollution or cause safety hazard to drivers.

Section 8 of Camden's Design Planning Guidance (July 2015) encourages advertisement which will positively contribute to the appearance and character of the area. Paragraph 8.5 states that "*...the most satisfactory advertisements are those which take into account the character and design of the property and its surroundings...*". It is noted that generally, advertisements will only be acceptable at fascia level or below (paragraph 8.7). In terms of illumination, the guidance refers to the Institute of Lighting Engineers Technical Report Number 5 (Second Edition) and notes that internally illuminated box signs are discouraged. To ensure advertisements do not cause light pollution, consideration should be given to the



intensity of the illumination; the surface area to be illuminated; and the positioning and colours (paragraph 8.14).

The Hatton Garden Conservation Area Statement (1999) is one of the London Borough of Camden's oldest Conservation Area Statements and, therefore, the Council has prepared an updated version which is currently out for consultation. In terms of signage, the adopted Statement states that this should be appropriate for the Conservation Areas and respect the proportions of the building.

Assessment

Visual Amenity

The signage subject to this application comprises three locations across the host building. Sign 1 has been installed at a high level between the first and second floors on the east elevation and sign 3 is similarly proposed at a high level between the first and second floors of the west elevation. These signs are required vertically at this level to highlight the presence of the building and, for legibility, will be positioned on either end of the building. For the purposes of wayfinding and in relation to advertising the business on the premises, these signs are considered appropriate at this level.

In terms of Sign 2, comprising the 13 individual box signs, these have been installed on the north elevation of the building and are located above the entrance at first floor level. These have been designed to ensure that each letter is viewed obliquely. This prevents the signs from creating a cluttered appearance on the streetscene but allows for the extent of the entrance to be identified by users. The signs are considered appropriate in light of the commercial nature of the area and presence of similar signs along the streetscene.

In line with Camden's planning guidance, the illuminated signs (1 and 2) have been sensitively designed so that the illuminated elements are oriented to project down the street as opposed to onto the adjacent properties. Furthermore and as required by the POL7 BREEAM credit (reduction of night time pollution), illumination on both Signs 1 and 2 can be set to a timer to either switch off or become dimmer between the hours of 2300 and 0700. This mitigates any adverse impacts on the amenity of the surrounding area. Therefore, in accordance with regulation 3(2)(a) of the Town and Country Planning (Control of Advertisements) Regulations 2007 and emerging Policy D4 (Advertisements) it is considered that the signs are acceptable and will not contribute to light pollution.

Impact on Safety

The existing access routes will not be affected by the advertisement signs. The higher level siting of Signs 1 and 3 means that the signs will not obstruct sightlines or affect the ability for pedestrians or drivers to navigate Baldwin's Gardens or Leather Lane. The 13 signs of Sign 2 which project 400mm from the host building and are located 3.65m off ground level, sit approximately 1m from the edge of the kerb line (see drawing ref. 203a_A_P_110_11 rev 01) and, therefore do not protrude onto the pavement or disrupt the free flow of pedestrian movement along Baldwin's Garden. On this basis, the signs are considered acceptable in accordance with regulation 3(2) (b) of the Town and Country Planning (Control of Advertisements) Regulations 2007. Please note that at the time of preparing this application, Camden was in the process of relaying the kerb and paving on both sides of Baldwin Gardens and, therefore, the dimensions are approximate.

Heritage Impact

The Site is located within Hatton Garden Conservation Area. The historic character of the Conservation Area originates from the industrial, commercial and residential buildings of the late nineteenth to mid twentieth



centuries. At the heart of the area is Hatton Garden, renowned for London's jewellery trade and commerce. As demonstrated within the Council's emerging Conservation Area Statement, shopfront signage and advertisements have long been a feature of the area. The proposed signs have, therefore, been designed with consideration to this.

The signs are required to advertise the presence of the building. Signs 1 and 2 project off the host building but have been angled so that they are subservient features on the building and to ensure that the high quality brickwork remains prominent. Sign 3 will sit flush against the brickwork and features a simplistic design which complements the brickwork façade and ensures that the sign does not detract from its setting. The black and white contrast used within the signs 1 and 2 has been derived from historic signage within the Hatton Garden area which commonly comprised monochrome typography on a plain background (this is detailed further within section 4 of the supporting Statement). On this basis, in accordance with Section 72 of the Planning (Listed Buildings and Conservations Areas) Act 1990 and emerging Policy D4 (Advertisements), we consider that the signage subject to this applications is appropriate and sensitively reflects the character of the area whilst enhancing the character of the host building.

Conclusion

We trust that the information provided is sufficient to enable you to validate and determine this application and look forward to receiving confirmation of this at the earliest opportunity. In the meantime if you have any queries or require clarification please do not hesitate to contact me.

Yours faithfully



Enya MacLiam Roberts
Planner

Copy

Ian Dubber

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Workspace Group PLC