

Miss Enya MacLiam Roberts
Lichfields
14 Regent's Wharf
All Saints Street
LONDON
N1 9RL

Application Ref: **2017/2986/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

21 June 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Hatton Garden Business Centre
16-16a Baldwin's Gardens and 31-37 Leather Lane Holborn LONDON
EC1N 7RJ

Proposal:

Display of 13no internally illuminated individual letter signs at fascia level to Baldwin's Gardens elevation, a non-illuminated metal flat banner sign at first floor level to Leigh Place elevation, and an internally illuminated projecting banner sign at first floor level to Leather Lane elevation. [Retrospective]

Drawing Nos: Covering Letter 24/05/2017; DAS; [203a_A_P_] 001_ 01, 110_11 rev1, 200_00, 300_00 rev1, 300_02, 300_03 rev2.

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 Reason for granting permission:

The proposal is for the display of internally illuminated individual projecting letters at fascia level to Baldwin's Gardens elevation, the internally illuminated projecting banner sign at 1st and 2nd floor level of Leather Lane elevation and the non-illuminated board sign at 1st and 2nd floor level of Leigh Place elevation. CPG1 (Design) states that 'generally advertisements will only be acceptable at fascia level or below. Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties. If an advertisement is required at high level for a specific business use then this will usually be restricted to non illuminated images on windows.'

Equally, CPG1 (Design) also states that 'In some commercial areas banners may

be considered a suitable form of display. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment.'

The internally illuminated individual projecting letters that form part of the fascia are unique in terms of signage style and design. As a whole, they form an interesting fascia that is subordinate to the lower part of the elevation. Being of a reasonable size, they enhance the appearance of the host building by adding character to its architectural identity.

The internally illuminated projecting banner sign is to be displayed between the 1st and 2nd floor. It is a discreet addition to the upper part of the elevation due to its thin profile and its location within a commercial high street. Although this type of signage would not generally be considered appropriate at upper level, it is considered that in this particular case, the projecting banner sign is acceptable, and would compliment the appearance and character of the east elevation.

The non-illuminated board sign between the 1st and 2nd floor level of the west elevation is also not something that would normally be approved on a permanent basis due to its location (above fascia level). However, it is facing onto an access passage to an adjacent residential block and its flank, with limited visibility from the public realm. Its presence at high level will not greatly impact on the character of the streetscape and the conservation area. In this case also, the sign is considered acceptable and will preserve the appearance and character of the host and adjacent buildings, the conservation area and the surrounding area.

The proposal is therefore considered to be acceptable in terms of size, design, location and method of illumination, and is in accordance with CPG1 (Design).

It must be noted that the individual projecting letters and the illuminated projecting banner are already in situ, and are therefore approved retrospectively.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been 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 Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 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, and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies and policies A1, D2 and D4 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

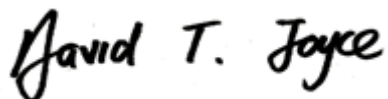
- 2 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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
Director of Regeneration and Planning