

Mrs Polly McCue  
Vitis Design Ltd  
26 Lewis Silken Way  
Southampton  
HAMPSHIRE  
SO16 8FP

Application Ref: **2018/0671/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

8 May 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**1 Leather Lane**  
**London**  
**EC1N 2TD**

Proposal:  
Display of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign  
in association with ground floor commercial unit.

Drawing Nos: Site location plan, block plan, (VD55.DC01.)AP01, AP02 revB, B10 revA,  
B11 revB, B12

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 consent

The proposed illuminated fascia and projecting signs are considered acceptable in terms of size, design, location and method of illumination and would be sympathetic to the character and setting of the host building. In the wider street scene, the advertisements would not be considered to cause harm to the visual amenity of the immediate locality or surrounding Hatton Garden Conservation Area, as there are a number of illuminated signs on this part of Leather Lane. The proposed signs would not be considered unduly dominant as the illumination is limited to the lettering only.

The signs would be in a typical position, at a low level of illumination and set back from the main street elevation, which would not be considered to disturb neighbouring occupiers, nor would they be harmful to pedestrians or vehicular safety.

No objections have been received prior to making this decision and the site's planning and relevant enforcement 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 (ERR) 2013.

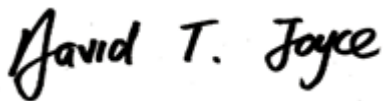
As such, the proposed development is in general accordance with policies A1, D1, D2, D3 and D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

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  
Director of Regeneration and Planning