

Application ref: 2017/6773/P
Contact: Stuart Clapham
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Date: 17 January 2019

Development Management
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Mr Sackley
31-35 Kirby Street
London
EC1N 8TE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted Subject to a Section 106 Legal Agreement

Address:

Adj. 25-27 Farringdon Road (Corner of Greville St)
London
EC1M 3HA

Proposal:

Erection of free-standing gateway signage totem promoting Hatton Garden area.
Drawing Nos: Site Location Plan, 179-MAY-001-A (Dated 30/07/2018), MAY-HTN-0179-DWG-001 (Rev. P03)

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Docs: Site Location Plan, 179-MAY-001-A (Dated 30/07/2018), MAY-HTN-0179-DWG-001 (Rev. P03).

Reason:

For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 3 Reasons for granting permission (1 of 2)

The proposed totem sign would be 4m high, with a diameter of 450mm at the base and a maximum width of 600mm at the top where the gateway signage is displayed. Its height would be similar to other street furniture including lamp columns and street trees. The simple design and transparent background around the letters will reduce the sign's visual dominance on the streetscene and prevent it from competing architecturally with other buildings along the street. The matte bronze colour would be sympathetic to the dark coloured palette of neighbouring buildings. The silver coloured letters will add visual interest to the sign which evokes the area's heritage as a jewellery production and retail centre and the character.

The sign would be sited adjacent to 25-27 Farringdon Road, which is Grade II Listed. The building is a dark structure with complicated modelling. The dark colour and matt finish of the sign's structure and the transparency of the gateway signage will ensure that the sign is broadly sympathetic to the setting of the listed building. It is furthermore noted that the sign would be placed on a relatively commercial street. Nevertheless, the placement of the sign next to an otherwise unobscured elevation would be considered to result in less than substantial harm to the building's setting.

The sign will improve pedestrian orientation and wayfinding between Farringdon Station and Hatton Garden. It will be set 450mm from the kerb edge and from the tactile pavement at the crossing of the Cycle Superhighway to the north. The signage at the top would be placed 2m above ground, minimising its incursion onto the footway and allow the retention of 2.6m of effective footway width to the south of Greville Street. (It is noted that opposite pavement has been recently widened as part of broader public realm works in the area). As such, the sign is considered to improve the quality of the public realm and pedestrian environment, while maintaining acceptable levels of pedestrian comfort. It would be acceptable in transport terms subject to a separate legal agreement with specific regards to highways structural approvals, applicant acceptance of third party liability, ongoing maintenance, and contribution to reinstate pavement damage during erection.

The improvements to pedestrian orientation and wayfinding described above will further support the viability of continued jewellery employment uses and the vitality of the Hatton Garden Specialist Shopping Area.

The Council has attached considerable importance and weight to the harm arising to both the conservation area and the neighbouring listed building, given the duty of the Council to pay special attention 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, and to give special regard to the desirability of preserving the adjacent listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended. In terms of the NPPF, the harm to the conservation area and to the setting of the adjacent listed building would be less than substantial. That being the case, paragraph 134 advises that the harm should be weighed against the public benefits of the proposal, including securing optimal viable use.

In this instance, the council would consider that the substantial public benefit provided by the development in terms of enhancing the pedestrian environment and contributing to the viability and vitality of the Hatton Garden Specialist Shopping Area would significantly outweigh the less than substantial harm to the Listed Building and Conservation Area. As such, the scheme is considered acceptable in heritage terms.

4 Reasons for granting permission (2 of 2)

No responses have been received to the consultation. The planning history of the site has been taken into account in making this decision.

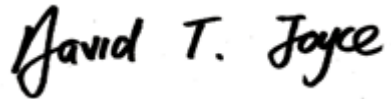
As such, the proposed gateway sign would be in accordance with Policies D1, D2, T1, E1 and TC2 of the London Borough of Camden Local Plan 2017 and the Hatton Garden Conservation Area Appraisal and Management Strategy 2017. It would also be in general accordance with the London Plan 2016 and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

You can find advice about 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 style with a large initial 'D' and 'J'.

David Joyce
Director of Regeneration and Planning