

Application ref: 2019/1111/A
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Development Management
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MG Signs Limited
Pondwood Close
Moulton Park
Northampton
NN3 6RT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
26-27 Minerva House
Hatton Garden
London
EC1N 8BR

Proposal: Display of 1 x non-illuminated lettering fascia sign and relocation of an existing non-illuminated board/plaque sign on stone work by entrance door.

Drawing Nos: Site Location Plan; J21271 - Photos, Photo Montage and Signage Details (revised on 07/02/2019).

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 a second non-illuminated lettering fascia sign and the relocation of a non-illuminated brass plaque (approved on 30/01/2019 under application reference: 2018/5188/A) from the right to the left entrance door. The addition of a second fascia sign and the relocation of the plaque, in terms of size, design, location and their non-illumination, are considered to be acceptable. They would preserve the character and appearance of the host and adjacent buildings, the conservation area and the streetscape.

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 policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 (As Applicable); and the National Planning Policy Framework 2019.

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 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer