

Application ref: 2019/5326/A  
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**Development Management**  
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Mr Chris Bromfield  
21 Dawlish Avenue  
Palmers Green  
N13 4HP

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Lynco House**  
**69-71 Farringdon Road**  
**London**  
**EC1M 3JB**

Proposal: Display of non-illuminated fascia lettering and projecting sign, and vinyl lettering/logos applied externally to fascia panel and glazing.

Drawing Nos: 01 rev A, 02 rev A, 04, 07 rev A (revision dated 04/02/2020).

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

#### Informatives:

- 1 Reason for granting advertisement consent:

The proposed signage is considered to be acceptable in terms of size, design, colour, materials, location, as well as, the absence of illumination. Concern was initially raised by the Council to the original proposal which included a large expanse of vinyl lettering across a fascia panel and glazing in so far as this would appear excessive and likely introduce visual clutter detrimental to the character and appearance of the host building and wider street scene within the Hatton Garden Conservation Area, especially in combination with other proposed fascia and projecting signage.

Following Council advice, the applicant amended the proposal and drawings so as to reduce the amount of lettering and reduced the size of logos.

As such, the revised signage is not considered to be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity. Furthermore, the signage would not obscure any features of historic or architectural significance, nor would it detract from the character and appearance of the Hatton Garden Conservation Area in which it is located, and is therefore considered to be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017.

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 positioned above the typed name and title.

Daniel Pope  
Chief Planning Officer