

27 May 2020

Regeneration and Planning  
London Borough of Camden  
5 Pancras Road  
Kings Cross  
NC1 4AG

## Submitted via Planning Portal

Dear Sir/Madam,

### **1 Ely Place, London, EC1N 6RY Application for Advertising Consent for External Signage**

Please find enclosed an application for Advertising Consent for new external signage to 1 Ely Place, EC1N 6RY.

The application comprises:

- Completed Application Form
- Site location plan A00
- Site plan A05
- Existing elevations A50
- Existing elevations A51
- Proposed plan with market signage A1060
- Proposed elevations A1500
- Proposed elevations A1510
- Proposed elevations A1520
- Detail of signage A6200
- Design and Access Statement

1 Ely Place is located on the south side of Ely Place, on the corner between Charterhouse Street and Hatton Garden. The site is located within the Hatton Garden Conservation Area and whilst not listed, is identified as a building that makes a positive contribution to the area. It is also forms the setting of 5 Hatton Garden and 7-9 Ely Place, which are both Grade II listed.

Planning permission was granted by the Council for a change of use from Class A2 to Class B1 in March 2020 (2019/4386/P). Subsequent planning applications have been submitted in relation to plant and an external terrace associated with the approved change of use. This application similarly relates to the change of use from an A2 bank to offices regarding the requirement for new signage.

The building has a history of signage relating to its occupier. This was most recently NatWest, which displayed signage across the frontage of the building. The previous signage is clearly visible using the link below:

<https://goo.gl/maps/U2UYjifQN5Mp9tUT7>

The removal of this modern signage revealed the partial remains of older signage which comprised a burgundy sign with gold lettering. This has deteriorated over the years and is in

very poor condition. The drawings submitted with this application propose new external signage. Further detail is provided within the submitted Design and Access Statement. The signs shall be located at ground floor level fronting Charterhouse Street and Hatton Garden.

Local Plan Policy D4 requires all advertisements to preserve or enhance the character of their setting and host building. They must also respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The proposed design of the signage is commensurate with the commercial nature of the building, preserving the historic proportions and siting of the original signage. In particular, the proposed design shall restore the appearance as originally experienced, proposing a coloured powder coated aluminium with gold lettering.

The proposed signage will represent a significant improvement to the previous commercial advertisements that have been allowed, most recently for the NatWest. The proposed signage is reflective of the traditional signage originally found on the building, updated in order to properly signpost the new use of the whole building as offices.

In accordance with the external works approved under planning permission 2019/4386/P, the proposed signage shall materially enhance the character of the host building and Conservation Area.

In consideration of the sensitive location and character of the building, the signage will relate well to the wider street frontage. The proposal has sought a high-quality appearance that enhances the architectural character of the building and amenity of the wider Conservation Area. This is in accordance with Local Plan Policy D4.

We trust that the submitted documentation is sufficient for validation and subsequent determination of the application, however, please do not hesitate to contact Charlotte Yarker ([cyarker@danielwatney.co.uk](mailto:cyarker@danielwatney.co.uk) 07710032 325) of this office if any clarification is required.

Yours faithfully



**Daniel Watney LLP**

**Enc.**