

Application ref: 2020/2035/A  
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Date: 11 June 2020

**Development Management**  
Regeneration and Planning  
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Smith & Brooke Architects  
No 3 Scout Lane  
London  
SW4 0LA

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**16-18  
Hatton Garden  
London  
EC1N 8AT**

Proposal:

The display of internally illuminated fascia sign and internally illuminated hanging sign to retail unit.

Drawing Nos: 2274 SK00 and 2274 - 02.

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 proposed illuminated hanging sign is considered acceptable in terms of size and location and appropriate in proportions, design and method of illumination. The proposed sign would respect the proportions of the building and the neighbouring shop front and is considered to be sympathetic to the host building and surrounding area of Hatton Garden Conservation Area. The proposed signage would be constructed using aluminium with Perspex and located within a typical position, at a low level of illumination. Moreover, the illumination would be limited to lettering and logo only. On balance, the proposal is not considered unduly dominant in this commercial locality.

The proposed fascia sign would replace the existing internally illuminated sign in the same location. The sign is considered to be acceptable in design and the colour palette and the materials would not detract from the character and appearance of the host building and site context and would not create or contribute to visual and physical clutter.

In terms of size, siting and method of illumination the signs are not considered to disturb neighbouring occupiers. As they are in a typical location and at a low level of illumination, the proposed hanging sign is not considered hazardous to road users and no concerns are raised in regards to public 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.


As such, the proposed development is in general accordance with policy D4 (Advertisements) 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 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 blue rectangular background.

Daniel Pope  
Chief Planning Officer