

Application ref: 2020/2337/A
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Date: 23 June 2020

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Daniel Watney LLP
165 Fleet Street
London
EC4A 2DW

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

1 Ely Place
London
EC1N 6RY

Proposal:

Display of non-illuminated, painted and stencilled fascia signage to Hatton Garden and Ely Place elevations.

Drawing Nos: A00, A05, A1060, A1500, A1510, A1520, A50, A51, A52; Design and access statement from DMFK dated May 2020; Cover letter from Daniel Watney LLP dated 27/05/2020.

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 advertisement consent:

The proposed signage is very modest and discreet. It is considered to be acceptable in terms of the size, design, colour, materials, location and absence of illumination. The signage would not obscure or damage any significant architectural features, nor detract from the character and appearance of the host building and Hatton Garden Conservation Area. The signs would not have any adverse impact on neighbouring amenity nor would they be harmful to pedestrians or vehicular safety. As such, the proposed signage is 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 proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, 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:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is centered on a light grey rectangular background.

Daniel Pope
Director of Economy, Regeneration and Investment