

Application ref: 2020/2459/A  
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**Development Management**  
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Nicholas Interiors LTD  
Station Works, Nichloas Interiors  
3 Byron Road  
Crosby  
L23 8TH

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**12-13 Greville Street**  
**London**  
**EC1N 8SB**

Proposal:  
Display of internally illuminated fascia sign to shopfront.

Drawing Nos: Site Location Plan, Block Plan, RCE-NIL-20100-001 C1, AS-20-001 P1, AL-20-001 P2, AE-20-001 P2, AA-20-003 P1, Design and Access Statement.

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 Reasons for granting advertising consent:

The proposed internally illuminated fascia sign is considered acceptable in terms of scale, design, materials, method of illumination and illumination levels.

The new aluminium fascia panel shall replace an existing panel in approximately the same location, but with the replacement being of a better proportion for the shopfront and host building.

The illumination will be of static nature at low level, and furthermore it shall be limited to the white acrylic lettering only. This is considered acceptable in the setting of commercial frontages along this street.

The proposed signage would not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the street scene or the Hatton Garden Conservation Area.

It is not considered that new signage will have any adverse impact on neighbouring residential amenity, nor will it have any negative impact on pedestrian or vehicular safety.

The site's planning history has been taken into account when coming to this

decision

As such, the proposal is in general accordance with policy A1, D1, and D4 of the Camden Local Plan 2017, the London Plan 2016, Intended to Publish London Plan 2019 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 positioned above the printed name and title.

Daniel Pope  
Director of Economy, Regeneration and Investment