

Application ref: 2019/5349/A
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Left City
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Petersham House
57A-57C Hatton Garden
London
EC1N 8JG

Proposal:

Installation of 1 backlit wall mounted sign adjacent to Hatton Garden entrance, and 1 illuminated sign above awning.

Drawing Nos: 59243 OKT V1 ZZ DR 0101 Rev J; 59243 OKT V1 ZZ DR 0102 Rev K; 59243 OKT V1 ZZ DR 0401 Rev J; 59243 OKT V1 ZZ DR 0402 Rev H; Cover letter dated 03/10/2019.

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 consent:

The proposed advertisements would be located at ground level on south-west elevation of the building, adjacent the entrance from Hatton Garden.

One sign is proposed to be incorporated within the existing canopy above the entrance. This would include a panel with the business's name and logo, with halo illumination. The sign would be discreet and preserve the appearance of the entrance, which is accepted.

The second sign is proposed on the wall adjacent to the entrance above door level, and below and existing sign for Hatton Garden. The sign would be composed of two separate panels, one with the logo and one with the business name. The letters and logo would be halo illuminated. The sign would have a modest scale, and would preserve the character and appearance of the host building's elevation.

An LED panel with diffuser low light luminance is proposed internally within the staircase core. The sign would sit around third floor level and would be seen through the glazed elevations of the staircase core. Due to its location, position and details of illumination, it is considered that the sign would preserve the character and appearance of the building.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The proposed method of illumination is considered to not cause harm to the neighbouring amenity, nor to the wider area.

No objections were received prior making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2 of Camden Local Plan 2017. The development would also accord with the National Planning Policy Framework 2019 and the London Plan 2016.

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