

Application ref: 2020/4672/A  
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**Development Management**  
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Lichfields  
The Minster Building  
21 Mincing Lane  
London  
EC3R 7AG

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**8-14 Macklin Street**  
**London**  
**WC2B 5NF**

Proposal:

Display of 1x externally illuminated entrance sign and 2x externally illuminated projecting signs to the Macklin Street elevation.

Drawing Nos: (20.833.PL.)1200, 1312, 1400 rev A, 1410 rev B, 1500, 1510 rev B, 2700 rev B, 2701 rev B

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 The proposed illuminated signs are considered acceptable in terms of size, design and location against the scale of building, and respect the architectural features of the host building. Following advice the projecting signs have been relocated to ground floor level from first floor and amended from internal to external illumination, which is not considered unduly dominant in the street scene. Given these factors, it is considered that the proposals would cause no harm to the visual amenity of the area and would preserve the character and appearance of the host building, street scene and Hatton Garden Conservation Area.

Whilst the advertisements will have some impact in terms of light spill, they are in a typical position and a low level of illumination. Therefore, they would not harm the amenity of neighbouring occupiers in terms of outlook or light spill. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

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 (ERR) 2013.

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 CPG for Advertisements, the London Plan 2016 the Publication London Plan 2020 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 grey rectangular background.

Daniel Pope  
Chief Planning Officer