

Application ref: 2021/2272/A  
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**Development Management**  
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Charles Slevin  
1 Cavaye Place  
London  
SW109PT  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**72-80 City House**  
**Leather Lane**  
**London**  
**EC1N 7TR**

Proposal:

Temporary display of non-illuminated advertisement scaffold shroud fronting Leather Lane for a period of 10 months.

Drawing Nos: PY3962-001; PY3962-002; PY3962-003; PY3962-004; PY3962-005; PY3962-006; PY3962-007; Phase 2 Programme of works by Evans & Co Ltd; Planning statement by Sponsored Restorations;

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.

- 6 The advertisement hereby permitted shall be displayed for a temporary period only and shall be removed on or before 11/04/2022.

Reason: This type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies D1, D2 and D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting consent:

The proposed temporary advertisement shroud is considered appropriate in terms of its size, design, location, materials and absence of illumination. The shroud will consist of a 1:1 printed image representing the host buildings, with one, unilluminated, inset sponsorship area fronting Leather Lane. The dimensions of the proposed sponsorship area comprising 10% of the front elevation of the building are: 8.9 (width) x 4.45m (width) x 1.0 meters (depth) [10% of the façade of 72-80 Leather Lane.]

In terms of size and siting, the proposal is not considered to disturb neighbouring

occupiers nor would it be considered hazardous to road users, so would raise no public safety concerns.

The Council would not grant consent for such an advertisement on a permanent basis; however, for this limited time, it is considered acceptable in this instance. The advertisement would screen the construction works, would not be considered unduly dominant in this commercial locality, and would not detract from the character and appearance of the host building and wider Hatton Garden Conservation Area.

The period of consent sought is until the end date for the delivery programme, due to be completed by 11/04/2022, which is accepted.

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 policy D4 of Camden Local Plan 2017. The development would also accord with the London Plan 2021 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 of the Chief Planning Officer.

Daniel Pope  
Chief Planning Officer