

Application ref: 2021/2981/A
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Date: 1 September 2021

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Top Notch Joinery
Pytchley Lodge Road
Pytchley Lodge
Kettering
NN15 6JQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
88-90 Hatton Garden
London
EC1N 8PN

Proposal:
Installation of canopy on new shopfront
Drawing Nos: Proposed Shop Front Canopy Details: Drawing 07

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 consent:

A new canopy is proposed for the window and door at the side of 88-90 Hatton Garden (on Greville Road). Currently there is a small retail unit and door with a canopy over. The proposal would match the existing canopy over the main unit with black material and gold lettering displaying the name 'Berganza'.

The existing canopy is on a Historic Shopfront in the Hatton Garden Conservation Area Appraisal and Management Plan 2017.

The proposed canopy would be similar to the existing Berganza canopy on the historic shopfront in size, siting, design and materials. It would preserve the character and appearance of the host building, streetscene and Conservation Area and the amenity of the area.

The canopy would not impair the safety of users of the building or the highway.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2021 and the NPPF 2021.

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 2021.

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
Chief Planning Officer