

Planning Consultants

JWP/LO/DP5057

06 April 2022

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Dear Sir / Madam,

**TOWN AND COUNTRY (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007
51-53 HATTON GARDEN, LONDON, EC1N 8HN**

On behalf of the applicant, Dorrington Midtown Limited, we enclose herewith an application for advertisement consent for the following:

“Installation and external display of building name ‘The Bindery’.”

The Site

The site comprises 51-53 Hatton Garden, a 7 storey plus basement commercial building, located at the northern end of Hatton Garden.

Originally built in 1938, the building is not listed but does fall within Sub-area 3 (The Trading Centre) of the Hatton Garden Conservation Area where it is identified as a ‘positive contributor’.

The site is close to Farringdon station and is highly accessible by public transport.

Proposed Development

The proposed development comprises the installation of an external sign comprising the proposed building name, ‘The Bindery’, on the western (front) elevation of the existing building.

The sign will measure 0.3m high, 2.09m wide and have a depth of 0.05m. The material will comprise “T22 Quartz Bronze Hairline Stainless” and will be located on the existing fascia which comprises Portland Stone. No external illumination is proposed.

The design of the sign has been carefully considered so as to complement the building, as well as the Hatton Garden East Conservation Area which the building sits within. The design has also been developed in order that it fulfills the requirements of CLP Policy D1, as well as Camden’s ‘Supplementary Planning Guidance: Advertisements (March 2018)’ which states the following:

- *“Paragraph 1.7: Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the host building as little as possible. Advertisements will not be considered acceptable where they adversely impact upon amenity and public safety; and*



- *Paragraph 1.8: Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment.*
- *Paragraph 1.11: Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.”*

Further details are provided within the accompanying application drawings.

Application Documentation

In light of the above, the following documentation has been submitted online via the Planning Portal:

- Payment of Application Fee of £132.00;
- Application Form prepared by DP9 Ltd; and
- Application Drawings:
 - 13551-A-XX-00-005: Site Location Plan
 - 13551-A-LXX-01-140 Rev C: Existing West Elevation
 - 13551-A-LXX-00-12 Rev C: Proposed West Elevation
 - 13551-A-LXX-00-30: Proposed Front Elevation – Signage Detail

We trust the enclosed is satisfactory for you to progress the application but should you require any further information, or have any further queries, then please do not hesitate to contact Louise Overton.

Yours faithfully,



DP9 Ltd