

Application ref: 2022/1552/A
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Regeneration and Planning
London Borough of Camden
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Endpoint Limited
165 Tower Bridge Road
London
SE1 3LW

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**77-78 Hatton Garden & 5
6-7 St Cross Street
London
EC1N 8JS**

Proposal:

1x internally illuminated sign on inside of Hatton Garden elevation glazing; 2x non-illuminated fascia signs and 2x non-illuminated façade signs on St Cross Street elevation; 1x non-illuminated sign on Leather Lane entrance gate

Drawing Nos: 10432-001-01-B; 10432-002-01-B; 10432-003-01-B; 10432-004-01-B;
10432-005-01-B; 10432-006-01-B; 10432-007-01-B; 10432-008-01-B; 10432-009-01-B;
10432-010-01-B; 10432-011-01-B; 10432-014-01-A

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

This application seeks advertisement consent for the display of 6 new signs. Existing signage at the site would be removed as part of the proposals. The plans have been revised during the course of the application to remove 5 proposed signs and to alter the siting and remove illumination of others.

The internally illuminated sign on the inside of the Hatton Garden elevation glazing (E1) is considered to be in keeping with the character and appearance of the host building. The siting of this particular sign has been altered during the course of the application so that it is inside the glazing rather than outside. On this basis, the illumination is considered to be acceptable as it would not detract from the character and appearance of the Hatton Garden Conservation Area.

The 2x non-illuminated fascia signs (E4 + E8) and the 2x non-illuminated façade signs (E6 + E7) on the St Cross Street elevation are all considered to respect the character and appearance of the host building and the wider area. The signs all help in different ways with wayfinding at the site and it is not considered that there

is an over-abundance of signs on this elevation (the plans have been amended during the course of the application to remove additional proposed signage on this elevation).

The non-illuminated sign on the Leather Lane entrance gate (E10) has been amended during the course of the application to significantly reduce its size, to alter its colour and to remove its illumination. The individual letters which make up the sign would be the same colour as the gate and would be modest in size in relation to the size of the gate. As such, this sign is considered to represent an unobtrusive addition to the gate that would not detract from the wider area.

It is not considered that the proposed signage would cause undue harm to amenity and neither is it considered that the proposed advertisements would cause harm to public safety, including vehicular traffic and pedestrian traffic.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021; and the provisions of the National Planning Policy Framework 2021.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.


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:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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