

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		19/05/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		03/05/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Hannah Parker				2010/1700/A 2010/1703/L			
<b>Application Address</b>				<b>Drawing Numbers</b>			
20 Cleveland street London W1T 4JA				See Decision Notice			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
Display of fascia and projecting signs on front elevation of ground floor commercial unit.							
<b>Recommendation(s):</b>		<b>Refuse Advertising Consent</b> <b>Refuse Listed Building Consent</b>					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>00</b>	No. of responses	<b>04</b>	No. of objections	<b>04</b>
				No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		<p>A site notice was displayed from the 16/04/2010 until the 14/04/20/2010. 4 objections were received a summary of the responses are detailed below:</p> <ul style="list-style-type: none"> <li>• Unsuitable signage to be attached to a listed building and the conservation area</li> <li>• Other signs in the street, which are very few are not lit on this stretch of the road and do not bother the residents at night</li> <li>• Do not want a minicab office</li> <li>• The noise and disruption that will occur</li> <li>• Objectors have written separately to the Camden's Enforcement and Neighbour problem team</li> <li>• Needle exchange two doors down</li> <li>• Security issues / break-ins</li> </ul>					
<b>CAAC/Local groups comments:</b>		No responses to date					
<b>Site Description</b>							
The application site refers to a four storey Grade II listed terrace building in the Charlotte Street conservation area, dating from the late 18 <sup>th</sup> century. The shopfront is at ground floor with residential above.							
<b>Relevant History</b>							
2010/0737/A & 2010/0742/L Adjoining 20 Cleveland Street (same address as application site but different planning unit) Display of internally illuminated box sign x 1 and projecting sign x 1 on front elevation of Class A3 restaurant. Refused and Warning of Prosecution to be taken							

EN09/0941: Unlawful display of signage.  
EN10/0422: Change of use from A1 to A3

## **Relevant policies**

### **Replacement Unitary Development Plan 2006**

B4 - Shopfronts, advertisements and signs  
B7A – Conservation Areas, Character and Appearance  
B6 – Listed buildings  
SD6 – Amenity for occupiers and neighbours  
SD1d – Community safety

### **LDF Core Strategy and Development Policies**

*As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.*

*DP30 Shop fronts*

*DP25 Conserving Camden's Heritage*

*DP26 Managing the impact of development on occupiers and neighbours*

## **Assessment**

**Proposal:** The erection of a fascia and a projecting sign. The fascia sign measures approximately (HxWxD) 0.46 x 2.7x0.08m. The projecting signs approximately (HxWxD) 0.46x 0.8 x 0.07m.

Background: This application is for signage for a cab office. The premises are currently not being run as a cab office and appear to have use class of B1. No application for a change of use has been submitted. An informative would be added identifying the need for a change of use to run the premises as a Mini-cab office with callers to the premises and highlighting that such application is unlikely to be acceptable.

### **Main Considerations**

- Impact on host building and the conservation area
- Neighbourhood Amenity

Signage is proposed in relation to the commercial unit at ground floor level. Two powder-coated aluminium signs are proposed, one fascia sign and a projecting box sign. The signs are not proposed to be illuminated.

Interspersed among the larger plots along Cleveland Street are a number of small traditional retail-style commercial frontages which generally display discreet signage and advertising on traditional timber fascia. The aluminium panel at fascia level and the nature of the sign would introduce materials and a design approach which are considered to be out of keeping with the character of the host building. The signage would detract from the appearance of the host building creating an incongruous feature to the detriment of the character and appearance of this part of the Charlotte Street conservation area and is therefore contrary to policies B1, B4, B6, B7 of UDP.

### **Public Safety**

The fascia and projecting signs would display the name of the car company "Camden Cars". The advertisement for the premises as a mini cab office would attract potential customers for pickup from the premises, resulting in drivers arriving and departing and likely waiting in the vicinity for fares. In the absence of further supporting information to the contrary this activity is likely to result in disturbance and nuisance to neighbouring residential properties and have an adverse impact on local transport conditions. These activities would likely have a detrimental impact on public safety and the safe operation of the highway and would be contrary to policy SD1d (Community safety) and B4b (Advertisements and signs) of the Replacement UDP.

**Recommendation :** Refuse Advertisement Consent and Refuse Listed Building Consent

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