

Maru Design and Architecture
71 Water Lane
Purfleet
Essex
RM191GT

Application Ref: **2010/1700/A**
Please ask for: **Hannah Parker**
Telephone: 020 7974 **6805**

19 May 2010

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
20 Cleveland street
London
W1T 4JA

Proposal:
Display of fascia and projecting signs on front elevation of ground floor commercial unit.

Drawing Nos: Site Location Plan; 700 L 002; 003; Supporting Statement

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed signage by reason of their location, materials and form, would be incongruous additions to the domestic appearance of the building, to the detriment of the character and appearance of the host building and the wider conservation area contrary to policies B1 (General design principles), B4b (Advertisements and signs), B6 (Listed Buildings) and B7 (Conservation Areas) of the London Borough of Camden Unitary Development Plan 2006.
- 2 The fascia and projecting signs, insofar as they would advertise the use of the



premises as a minicab office thus attracting visiting customers, would have a detrimental impact on public safety by causing harm to the amenity of the neighbouring residential properties and the safe operation of the highway, contrary to policies SD1d [Quality of Life - Community Safety] and B4b (Advertisements and signs) of the London Borough of Camden Replacement Unitary Development Plan 2006.

Informative(s):

- 1 You are advised that the use of the premises as a mini-cab office with visiting customers would require a planning application for change of use. Such application is unlikely to be acceptable due to the likely impact on neighbouring amenity and local transport conditions.

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