

Ms Carstens
KIMA Architecture & Interiors
14 Manchester Square
London
W1U 3PP

Application Ref: **2016/5150/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

20 December 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
18 Cleveland Street
London
W1T 4HZ

Proposal:
Display of 1x non illuminated fascia sign and 1x non illuminated hanging sign.
Drawing Nos: Site location plan, 01 Rev01, 02 Rev01, 03 Rev01, 04 Rev01, 05 Rev06, 06 Rev04, 07 Rev01, 08 Rev01

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

Informatives:

- 1 Reason for granting advertisement consent

The proposed signs are considered acceptable in terms of size, design and location as they respect the architectural features of the host building, its setting and surrounding area. They would be sympathetic to the design and fabric of the host building and surrounding area. Due to their size and materials they would not be considered unduly dominant in the street scene and would preserve and enhance the character and appearance of the Charlotte Street Conservation Area.

The signs are not considered to impact on the neighbouring occupiers amenity and due to their size and location, they are not considered to be harmful to either pedestrians or vehicular traffic and therefore would have no impact on public safety.

The site's planning history was taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building

or its setting or any features of special architectural or historic interest which it possesses and 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 s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

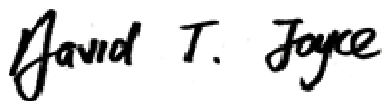
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies of the London Plan 2016 and the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities