



Development Management
London Borough of Camden
2nd Floor, 5 Pancras Square
London
N1C 4AG

Sent by: Planning Portal

14 December 2017

Dear Sirs,

RE: The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
30 Cleveland Street
Application for Advertisement

On behalf of our client, BC Noho Limited, we enclose for your attention and consideration, an application for advertisement consent relating to the proposed temporary hoarding at No 30 Cleveland Street.

The Site

The site comprises an office building dating from 1930, which consists of ground plus 5 storeys of office accommodation. The site is located on Cleveland Street, and the immediate surrounding buildings are a mix of commercial, retail and residential.

Background

On 17 May 2017, planning permission (ref: 2016/7076/P) was granted for:

Erection of extensions at 4th and 5th floor (north east elevation), replacement and enlargement of 6th floor extension to provide additional office floorspace (Class B1), relocation of existing plant to plant enclosures at 4th & 6th floors (north east elevation), creation of terrace at 5th floor level and enlargement of 6th floor terrace, replacement of metal framed glazed façade at ground to 1st floor level on Cleveland Street and Tottenham Street elevation, replacement of roller shutter with metal framed glazing and replacement entrance canopy.

Construction work is due to commence on site. This application seeks advertisement consent for the installation of signage to the hoarding which surrounds the development site. The

proposed hoarding is provided in order to assist our client in marketing the site to prospective tenants.

Proposal

Advertisement consent is being sought for:

“Temporary display of non-illuminated advertisement on the hoarding at ground floor level fronting, and the corner of Cleveland Street and Tottenham Street.”

Advertisement consent is sought for the signage for a maximum of two years from the date the consent is granted. Details of the proposed hoarding is included within the submission pack. To summarise, the proposal includes hoardings of a height of 2.4m on the corner of and fronting Cleveland Street and Tottenham Street. The hoardings would be slate grey and brass depicting the name ‘30 Cleveland Street’ ‘Discover Workspace’.

Paragraph 67 of the National Planning Policy Framework (NPPF) (2012) notes that control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment.

The proposal has been conceived in the context of the Charlotte Street Conservation Area. The proposal seeks to enhance the appearance of the hoardings during the construction period. The sign will not be illuminated and would not impact local amenity. The proposed temporary advertisement would not impede pedestrian movement nor will effect public safety. We therefore request consent is granted.

Application Documentation

The application submitted on planning portal includes:

- Application Form;
- Appropriate Fee;
- Site Location Plan;
- Covering Letter; and
- Hoarding Information Pack.

Do not hesitate to get in touch should you have any queries relating to the application.

Yours sincerely

Z Brunel