

15 February 2019 Our Ref: JCL/606

Planning and Regeneration
London Borough of Camden
2nd Floor
5 Pancras Square
London
N1C 4AG

Dear Sirs

**ADVERTISEMENT APPLICATION
33 CHARLOTTE STREET, LONDON, W1T 1RR**

I am applying today on the Planning Portal for Advertisement Consent for a small sign relating to an existing an existing Sochi Bar which is in the lower ground floor beneath the Roka Restaurant in Charlotte Street.

This is effectively a precautionary application because the plans which accompanied an application registered as 2004/0534/P did include for two signs on the Charlotte Street frontage one of which (ROKA) was put in place and remains in place today. The other sign, in precisely the same location as that now proposed, was not introduced. Arguably, since the majority of what was permitted was implemented, the permission for the sign in question remains in place. However this application is being made to remove any possibility of misunderstandings.

You will see that the application in question was refused but later allowed on appeal on 28 April 2005. The main issue was fully opening shopfront doors but the plans permitted show both the signs I have referred to. The full details are recorded on your web site but may not be material since the sign now applied for clearly complies with your policies for signage in Conservation Areas, this designation being the only reason for the application without which the proposal would be permitted development.

In fact the sign permitted in 2005 was larger than that now proposed which was 550mm x 550mm and 100mm away from the wall. What is now proposed is 550mm x 275mm and is also 100 mm from the wall. It is to be internally lit with 85mm lettering. When compared to the numerous signs of a similar nature in Charlotte Street this is, of course relatively small. I am sure I do not need to provide you with examples since a short walk down Charlotte Street will quickly confirm this.

You will see that the plans provided are at Scale 1:5 @ A1. All the measurements are shown so a scale bar would not assist you.

These submissions are deliberately short because I do not feel that you will be assisted by any further detail. However, needless to say, if you have any queries I am more than happy to address them.

Yours faithfully



Jeremy W Clark-Lowes MA Hons (Cantab) FRICS
Principal: JCL Planning