

Application ref: 2019/0688/A
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Date: 1 April 2019

Development Management
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Mr Yatish Agarwal
Cafe And Premises At Ground Floor N
20 Cleveland Street
London
W1T 4JA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
20 Cleveland Street
London
W1T 4JA

Proposal:

Display of 1 x non-illuminated fascia sign and 1 x non-illuminated hanging sign.
Drawing Nos: Photo - Hanging Sign Metal Bracket; Detailed Front Elevation - Hanging sign;
Revised Design and Access Statement (28/02/2019); 01 RevA - Existing Street (West)
Elevation (January 2019); 3 x Photos; Proposed Front Elevation.

The Council has considered your application and decided to grant consent subject to the following condition(s):

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.

Informative(s):

- 1 Reason for granting permission:

The proposal seeks to replace an unauthorised fascia and spot light illumination with a hand painted sign directly onto the fascia board. The fascia sign will not be illuminated as the spotlights are to be removed. The existing unauthorised hanging sign and associated metal fixing are also to be replaced with a timber board hanging sign with a new traditional black painted fixing bracket. Both existing signs are of poor quality in terms of materials and design and result in unsympathetic alterations that are detrimental to the character and appearance of the host listed building. These proposed elements of the development will bring back the traditional signage that is expected on commercial premises within a listed building such as hand painted, timber board, black painted metal bracket and no added lighting. Furthermore, the development would not result in the loss of historical fabric.

The shopfront is to be repainted in matt grey hue ensuring that none of the brick work is to be covered with paint.

As such, in terms of size, design, materials proposed and location, the proposal are considered acceptable. It would not only preserve, but also enhance the character and appearance of the host and adjacent buildings, the conservation area and the streetscape, and would not harm the setting of the host and surrounding listed

buildings.

The site's planning history has been taken into account when making this decision.

Special regard has been considered to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policies D1 and D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2019.

1 Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and 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, under s.66 and s.72 of the 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 policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 (As Applicable); and the National Planning Policy Framework 2019.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer