

Application ref: 2019/4125/A  
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Date: 9 September 2019

**Development Management**  
Regeneration and Planning  
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Savills  
33 Margaret Street  
London  
W1G 0JD

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**78 Cleveland Street**  
**London**  
**W1T 6ND**

Proposal:

Display of an externally illuminated fascia sign and a non-illuminated projecting sign and installation of a retractable awning.

Drawing Nos: A3032 100 REVP1; A3032 602 REVP1; A3132 600 REVP2 and A3132 601 REVP2.

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 Reasons for granting consent:

The proposals involve installation of a retractable awning containing signage, the display of a fascia sign externally illuminated by a trough light, and a non-illuminated projecting sign to the flank elevation of the shopfront.

The signage is considered acceptable in terms of size, design, location and method of illumination. The size of the fascia would be hidden when the awning is retracted. The illumination is external and limited to the fascia wording, it will be static and relatively low in candelas. Therefore the signage will be modest and discreet. The projecting sign is also very small and modest in size and location. The signage will preserve the character and appearance of the host building, the conservation area and the streetscape,

The proposed awning would extend forward from a new awning box that would be positioned discreetly below the existing fascia signage and would not obscure any architectural or historic features of the building. The awning would be fixed appropriately at fascia level and would be 2.3m in height above ground level, extending forward over a private forecourt. As such, the proposals would accord with Camden Planning Guidance and would not impact adversely on the public highway nor be harmful to public safety.

Overall the signage is considered appropriate in size, design and location and will not harm residential amenity or public safety.

No responses were received prior to the determination of this application. The site's planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2, D3 and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 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 positioned above the typed name.

Daniel Pope  
Chief Planning Officer