

Application ref: 2020/5618/A
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Perkins + Will
The White Chapel Building,
10 White
London
E1 8QS

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Noho House
30 Cleveland Street
London
W1T 4JD

Proposal:

Display of 2 internally illuminated box signs on the main facade of the building on Cleveland Street

Drawing Nos: Site location plan- T21- PWA-ZZ-00-DR- 1- 7001, 7002, 7003, 7004, 7005, 7006, 7007, 7008; 7009, 7010 Rev A, 7011, 7012 Rev A, 7013 Rev A; 7014 Rev A, 7015, 7016, 7017 Rev A, 2295-02-SK004 Rev A

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 proposal is for the installation of 2 advertisements, comprising an internally illuminated 0.4m x 3.8m box sign installed at fascia level over the main entrance of the building on the Cleveland Street elevation and a back-lit advertisement installed between the ground and first floors on the corner of the building at the junction of Cleveland Street and Tottenham Street. This sign will comprise a single 'T' and a single '2'.

The proposed displays would not obscure any architectural features on this building which is noted as being a building of merit within the conservation area. In terms of their size, siting and levels of illumination, the proposed signage would not be detrimental to the visual amenity of the area, the appearance of the building nor the amenity of occupiers of the neighbouring/surrounding buildings by way of potential light pollution, as the illumination levels are at 500cd/m², which falls below the maximum recommended luminance of level of 600cd/m². The signage is also not considered to be hazardous to pedestrians or road users and therefore raises no public safety concerns.

The site's planning and relevant enforcement history has been taken into account

when coming to this decision.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the Publication London Plan 2020 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