

Application ref: 2023/3735/A
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Date: 11 October 2023

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Monmouth Planning
38a Monmouth Street
London
WC2H 9E

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

45A Monmouth Street
London
WC2H 9DG

Proposal:

Proposed installation of 2x externally illuminated projecting signs and black metal brand lettering at shop entrance.

Drawing Nos: 240-S3-000, 240-S3-200, 240-S3-201, 240-S3-203, 240-S3-604, 240-S3-700, Location Plan, Planning Design & Access Statement, Proposed Facade Renderings

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 permission.

The proposed 2x externally illuminated projecting signs and black metal brand lettering at the shop entrance are considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. The signs are modest in size and design and would preserve the character of the streetscene, the historic and architectural interest of the listed building, wider commercial and conservation areas, and are thus considered acceptable.

The signs would not be harmful to either pedestrian or vehicular safety, nor have any adverse impact on neighbouring amenity given their scale and low level of illumination (400 cd/m²).

It is noted that the shopfront replacement, shown on the proposed plans, requires separate planning permission and is being considered under planning refs. 2023/3384/L and 2023/3387/P.

No objections have been received following statutory consultation. The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposal is in general accordance with Policies D2 and D4 of the Camden Local Plan 2017.

- 2 The applicant is reminded that this consent is granted for the advertisements only without prejudice to the necessity of obtaining planning permission for the replacement shopfront under the Town and Country Planning Act 1990 (as amended).

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 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the typed name and title.

Daniel Pope
Chief Planning Officer