

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

For the attention of Miriam Baptist

9th October 2024

Dear Miriam,

Planning (Listed Buildings and Conservation Areas) Act 1990.

Listed Building Consent application for the display of non-illuminated signage at 35-37 Monmouth Street, London WC2H 9DD.

Planning Portal Reference: PP-13404638.

On behalf of the applicant, Saint and Sofia Retail Ltd, we submit an application for Listed Building Consent for the display of non-illuminated signage at 35-37 Monmouth Street, London WC2H 9DD.

The following information is attached in support of this application:

- Application Forms, prepared by Rolfe Judd Planning;
- Existing and Proposed Elevations, prepared by Fresson & Tee;
- Heritage Assessment [included in this letter], prepared by Rolfe Judd Planning;
- Design and Access Statement [included in this letter], prepared by Rolfe Judd Planning.

Accordingly, no application fee is required as part of an application for listed building consent.

Site and Surroundings

35-37 Monmouth Street is a four-storey building situated on the eastern side of Monmouth Street, close to the Seven Dials junction. The property has been in use as a retail unit at ground and lower ground floor levels, though it is currently unoccupied.

The site is located in the Seven Dials Conservation Area and is Grade II Listed. 35 Monmouth Street is identified as a Shopfront of Merit within the Seven Dials Conservation Area Statement, but 37 Monmouth Street is not.

This planning application relates solely to the commercial use at ground floor of the application property.

Relevant Planning History

OLD CHURCH COURT, CLAYLANDS ROAD, LONDON SW8 1NZ

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Rolfe Judd Holdings Limited. Registration No.4198298 / Rolfe Judd Architecture Limited. Registration No.1439773 / Rolfe Judd Planning Limited. Registration No.2741774
Registered at the above address

A search of Camden's online planning portal has returned the following applications:

App Ref.	Description of Development	Decision / Date
2018/2756/L	Internal and external alterations associated with the installation of air condenser unit with acoustic screen within the link passage between Neal's Yard and Monmouth Street and internal air condenser units at lower-ground floor level.	Approved 23/11/2018
2018/2123/P	Installation of air condenser unit with acoustic screen within the link passage between Neal's Yard and Monmouth Street and internal air condenser units at lower-ground floor level.	Approved 23/11/2018
2015/3848/P	Replacement of glazing and mullions, replacement of door with fixed glazing and stall riser, raising the window sill and installation of ventilation grille to shopfront.	Approved 26/08/2015
2015/3069/L	Display of externally illuminated fascia sign, non-illuminated projecting sign and an awning, replacement of glazing and mullions, replacement of door with fixed glazing and stall riser, raising the window sill, installation of ventilation grill and internal alterations including the installation of partitions and replacement of stairs.	Approved 26/08/2015
2015/3135/A	Display of externally illuminated fascia sign, non-illuminated projecting sign and an awning, and temporary display of construction hoarding with signage for the duration of 10/08/15 to 30/09/15.	Approved 26/08/2015
2014/3689/L	Internal alterations at basement and ground floor level including the formation of openings between 35 and 37 Monmouth Street at both levels, the relocation of the stair within no. 35, and the removal of the stair within no. 37.	Approved 09/07/2014
2010/1351/A	Display of two non-illuminated hanging signs to front elevation.	Approved 19/05/2010
2010/1348/L	Alterations in connection with the installation of two non-illuminated hanging signs to front elevation.	Approved 19/05/2010
8570143 & 8500676	Installation of a new shopfront. [35 Monmouth Street].	Approved 29/05/1985

It is clear from the site's planning history, that the ground floor frontage has undergone substantial evolution over time with regard to external alterations and adverts.

Proposals

The applicant is proposing to display non-illuminated signage on the existing shopfront. The adverts will comprise the following:

35 Monmouth Street

- Fascia sign – adhesive-applied acrylic lettering finished black on the existing white background.
- Hanging sign – black lettering on white background, attached to existing iron bracket. Acrylic text on timber background.
- Door decal – small white lettering applied internally.
- Door number – change from gold to white finish.

37 Monmouth Street

- Fascia sign – adhesive-applied acrylic lettering finished black on the existing white background.

- Awning sign – black lettering on replacement white canvas.

Each of the above effectively comprises the reinstatement of signage that has previously existed on these shopfronts, within the same locations.

Heritage Assessment

As the site is a listed building, due consideration has been given to Section 66(1) of the Planning (Listed Building and Conservation Areas) Act 1990, which sets out a legal duty to have '*special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.*'

Paragraph 200 of the National Planning Policy Framework (NPPF) requires an applicant to describe the significance of any heritage assets affected, with the level of detail '*proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.*'

Paragraph 205 of the NPPF states that '*when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.*'

Policy D2 of the CLP concerns heritage, including provisions specific to listed buildings. Sub-section (j) is relevant and seeks to resist proposals for alterations where this would cause harm to the special architectural and historic interest of the building.

Policy D4 of the CLP is specific to advertisements and states that the Council will require these to preserve or enhance the character, as well as respecting the form, fabric, design and scale of their setting and host building, whilst being of the highest standard of design, material and detail.

As noted above, all of the proposed signage will replace previous adverts that have already been in place on the property. Under previous occupation, both shopfronts previously had non-illuminated fascia lettering, with the bracket on no. 37 previously used for hanging signage. The awning on no. 37 was granted Listed Building Consent in August 2015 (ref. 2015/3069/L) and will be retained as such, with a replacement of the branded elements.

The proposed fascia lettering is subtle and well proportioned within the existing spaces. The hanging sign will reuse a traditional feature on the shopfront, while the awning will be 'refreshed' with new fabric and lettering that aligns with the colour finish and proportions of the fascia signage.

As a result, the proposed signage respects the form, scale and layout of the existing shopfronts, which will in turn ensure that the special interest of the listed building is preserved.

Design & Access Statement

Due to the minor scale of the proposed works, it is not considered necessary to provide a design and access statement.

Summary

This application seeks Listed Building Consent for the display of non-illuminated signage at 35-37 Monmouth Street, London WC2H 9DD.

The proposed signage has been designed so as to respect the existing shopfronts and ensure that no harm arises to the listed building. As such, Listed Building Consent should be granted.

We trust you have sufficient information to determine this application positively; however, should you require any further information please do not hesitate to contact the undersigned.

Yours faithfully

Barney Ray

For and on behalf of
Rolfe Judd Planning Limited