

Application ref: 2024/1793/A  
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**Development Management**  
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Prestige Signs  
Unit 5  
Posterngate Farm  
Harts Lane  
South Godstone  
RH9 8LZ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**73-75**

**Monmouth Street**

**London**

**WC2H 9DG**

Proposal:

Display of one externally illuminated fascia sign

Drawing Nos: Site Location Plan; 001; 002; 003

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 applicant seeks permission for the proposed 1 x externally illuminated sign of 3d letters with overhead trough type illumination.

The previous proposal was for 1no set of halo illuminated letters and revisions were sought to remove the internal illumination. The application was amended which now addresses the comments offered by the Seven Dials Trust (summary included below).

"The Trust would very much prefer that the signage be externally illuminated rather than halo illuminated and encourages the Council to apply the guidance provided in SD19 to avoid the proliferation of internally illuminated signage to the detriment of the character and appearance of the Conservation Area, particularly on this unspoilt stretch of Monmouth Street"

The revised proposal is considered to be acceptable given the size, design, materials, location, method of illumination and luminance levels. The sign is modest in size and design and would preserve the character of the streetscene of Monmouth Street and the Seven Dials conservation areas and is thus considered acceptable.

The sign 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 (250 cd/m<sup>2</sup>).

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Seven Dials conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Full details of the comment received from a voluntary member of the Trust can be found on the Consultation Summary for this application.

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.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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 written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer