

Application ref: 2025/0306/A
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Inventive Design Associates
57 Station Road
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

The Crown PH
43 Monmouth Street
London
WC2H 9EW

Proposal:

Display of 3 x timber fascia boards (with sign written text) externally illuminated by 4 x black cowl lights for each sign (following removal of existing trough lighting); replacement Greene King headers to 2 x non-illuminated projecting signs (existing brackets and Crown pictorials to be retained); replacement of non-illuminated (history board) sign; and installation of 6 x timber (chalk board) signs.

Drawing Nos: (24120-)OS; Drawings pack ref. 192615 Rev I (pages 1-9) dated 10/02/2025; Heritage (with Design & Access) Statement from Inventive Design Associates (ref. 02/24120/AR) dated 04/12/2024.

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 advertisement consent:

The proposals involve the display of 3 x timber fascia boards with sign written text, each externally illuminated by 4 x black cowl lights, suitably positioned above each sign with illumination directed downwards towards the lettering below. The new cowl lights would replace existing trough lights with each having an appropriate luminance level of no higher than 250 cd/m² in accordance relevant guidance.

New 'Greene King' header signs would replace existing headers for display on 2 x existing non-illuminated projecting signs (with existing brackets and Crown pictorials retained). Signage proposals also involve the display of 6 x non-illuminated, timber (chalk board) panel signs, located on Monmouth Street and Short's Gardens frontages within existing external frames that are in situ on parts of the tiled façade. An existing non-illuminated board panel (history text) would be replaced with a sign of similar size and location.

The proposals involve minor changes to a variety of replacement signs which

closely match existing signs in similar positions on each frontage and some new non-illuminated panel signs which would be appropriately sized and positioned on each elevation. As such, the proposed signage would not appear prominent or noticeably different to that currently being displayed on the host building, and as such, its impact would be minimal.

Furthermore, none of the proposed signs would obscure any architectural or historic features of the Grade II listed building. Additionally, the proposal would not be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and would not have any adverse impact on neighbouring amenity.

Overall, therefore, the proposed signs are considered to be acceptable in terms of their size, design, location, method of illumination and luminance level (where applicable), and would preserve the character and appearance of the listed building, streetscene and wider Seven Dials (Covent Garden) Conservation Area, and are acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections were received.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2024.

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

Daniel Pope
Chief Planning Officer