

Monmouth Planning Ltd

Our ref: SUN.5.1/LP

38a Monmouth Street
London WC2H 9EP
Tel: 020 7042 0410

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

1st April 2025

Dear Sir/Madam

Town and Country Planning (Listed Building and Conservation Areas) Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Application for advertisement and listed building consent for the display of one non-illuminated hanging sign at first floor level and one non-illuminated fascia sign on the front elevation of 55 Monmouth Street 55 Monmouth Street, London, WC2H 9DG

Planning Portal Ref: PP-13914666- LBC and PP-13914670- Advertisement Consent

On behalf of our client, Sunset Cafe London Limited, we write in support of the above applications which seek:

Display of 1 no. non-illuminated hanging sign at first floor level and 1 no. non-illuminated fascia sign on the front facade.

To assist the Council in the consideration of this application we enclose with this letter the following documents:

- Application forms and Certificates
- Existing and Proposed drawings
- Design and Heritage Statement (included within this statement)

The application fee has been paid online via the planning portal payment system.

Site and surroundings

The application relates to signage on the front elevation only to support the incoming tenant. The building's basement and ground floors are currently in Class E use.

VAT REGISTRATION NUMBER: 203 0372 68

The site forms part of an extensive redevelopment scheme by architect Sir Terry Farrell during the 1970's and 1980's which was collectively known as Comyn Ching Court. This includes the triangular site with all buildings bounded by Shelton Street, Mercer Street and Monmouth Street.

The building is Grade II Listed and is located within the Seven Dials (Covent Garden) Conservation Area. Historic England provides a full and detailed description for the premises, however in summary, the description notes:

"53-59 Monmouth Street, a terrace of C18 houses and C19 houses, restored and in part remodelled 1983-5 by the Terry Farrell Partnership as part of the regeneration of Comyn Ching Triangle, are listed at Grade II".

As part of the former redevelopment works (Terry Farrell Scheme), much of the original buildings were stripped back (or façades simply retained) and rebuilt using a traditional method with interjections of postmodern design.

Planning History

A review of Camden's online planning records has been conducted. 53-55 Monmouth Street itself has been subject to a number of applications, the most relevant in regard to signage is considered to be:

2020/4257/A 55 Monmouth Street London WC2H 9DG Display of 1 x non-illuminated projecting sign.
FINAL DECISION 07-10-2020 Granted

2020/4253/L 55 Monmouth Street London WC2H 9DG Display of 1 x non-illuminated projecting sign.
FINAL DECISION 07-10-2020 Granted

Similar signage has been approved across the Seven Dials Conservation Area.

Proposal

The Application seeks listed building consent and advertisement consent in order to facilitate the occupation of the unit by the new high-end occupier and their logo.

The bracket for the first floor hanging sign is already existing and was approved under planning ref: 2020/4257/A. This will be retained and utilised. It is constructed of wrought iron and has an attractive ornate design which complements and enhances the surrounding characteristics of the Conservation Area.

The hanging sign will be decorated by the incoming tenant and is not illuminated. The finished overall size is 1000x675mm.

The fascia sign is located on the existing fascia board and is not illuminated. The finished overall size is 900x270mm.

Please refer to the submitted application drawings for further details.

Policy Considerations

The Development Plan comprises the London Plan (2021) and the Camden Local Plan (2017).

The scale of the proposed signage is considered appropriate when viewed in the context of the site and considerable scale of the wider street. The signage is modestly sized and contained neatly within the existing shopfront. The sign will not obscure any architectural features of merit and its placement will ensure there is no undue visual clutter nor effect the listed building. The signage adds visual interest and enhances the visibility of the site, resulting in amenity benefits to the townscape.

The Council recognises that advertisements and signs are important to the vitality and function of retail areas. The principle of hanging signage is well established in the area and as noted above utilises the existing approved bracket.

The signage is reflective of those historic and traditional advertisements consented within the local area which preserves and enhances the character and appearance of the surrounding conservation area. The signage has been situated to ensure pedestrian views and flows remain unaltered and would not comprise highway's safety.

It is considered that the proposed sign is in accordance with and supported by local Development Policies D1 (Design); D2 (Heritage); D3 (Shopfronts) and D4 (Advertisements). Further, the proposed sign has taken consideration of the Council's advertisement guidance outlined within CPG – Advertisements.

Access

Access into the unit will remain as existing. No alterations are proposed to access points.

Conclusion

The proposal would contribute towards the long-term vitality and success of this unit.

On the basis of the above we trust that the Council will agree that the proposal is acceptable and look forward to receiving a speedy and positive decision. However, should you require any further information or wish to discuss any of the enclosures please do not hesitate to contact us.

Yours faithfully

Monmouth Planning Limited

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Email – lpitham@monmouthplanning.co.uk

Tel: 02070420416