

Application ref: 2025/1446/A
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Date: 28 May 2025

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Monmouth Planning Ltd
38a Monmouth Street
London
WC2H 9EP

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**55 Monmouth Street
London
WC2H 9DG**

Proposal:

Display of 1 x non-illuminated hanging sign at 1st floor level and 1 x non-illuminated fascia sign on ground floor shopfront.

Drawing Nos: Site location plan; 005 rev P1; Drawings Pack (proposed) - front elevation, side (elevational) section, projecting sign and fascia panel sign; Cover Letter from Monmouth Planning Ltd. (ref. SUN.5.1/LP) dated 01/04/2025.

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:

Both proposed signs would be non-illuminated, timber panel signs. The hanging sign would be displayed at 1st floor level on an existing ornate wrought iron bracket. The fascia sign would be displayed on an existing fascia board.

The signs would not 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 and non-illuminated nature, 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 have been 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

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

Daniel Pope
Chief Planning Officer