

RL/CE/P3870
18 July 2012

Camden Council
Planning - Development Control
Camden Town Hall Extension
Argyle Street
London
WC1H 8ND

Planning Portal Ref: PP - 02043737

Dear Sirs

15 Short's Gardens, London. WC2H 9AT
Advertisement application for the erection of one non-illuminated hanging sign at first floor level on the front elevation of 15 Shorts Gardens.

On behalf of our client Shaftesbury Covent Garden Ltd, we write in support of an advertisement application to display one hanging sign to the front elevation of 15 Short's Gardens. The application was submitted online today via the Planning Portal. The requisite application fee of £95.00 has been submitted to the Council by post.

Site Location and Existing Use

The property is located along the northern side of Short's Garden. The terrace property is mid 19th century and comprises retail Class A1 use on the ground and basement with residential to the upper floors. The property is not listed, however is located within Seven Dials (Covent Garden) Conservation Area.

Proposal

This application seeks advertisement consent for the installation of one hanging sign to the front elevation at first floor level of the property.. The bracket will be constructed from wrought iron and has an attractive ornate design which we will compliment and enhance the surrounding characteristics of the conservation area. The hanging sign will be constructed from timber and will be decorated by the incoming tenants. The signage will not be illuminated.

Design Statement

The proposed signage will project approximately 1500mm from the property's façade and will be located at first floor height; approximately 3.2m from the base of the of the sign to ground level. The width of the signage does not project beyond the width of the footpath below. Please refer to the submitted drawing (no. 19464-P18) for further details.

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The bracket and fixing plate will be constructed from wrought iron with an attractive ornate scroll design and painted matt black. The bracket will be safely secured to the property, bolted to the existing brick façade with four RAWL bolts. The hanging signage will be made from 25mm block board with 2mm steel lipping, giving a finished overall size of 1000x600mm. The incoming tenants will decorate the signage with their name.

The hanging sign is located slightly above the shop fascia. This is considered the only position where the bracket can be securely fixed to the building. We can confirm that the hanging sign will carefully be affixed to the Listed Building using only four bolts which will not impact upon the buildings special historic interest.

Furthermore the position and design of the hanging signage will be identical to those previously approved along the adjacent Monmouth Street and Neal Street. Many of the properties along the Short's Gardens have hanging signage just above the fascia due to the distinctive design of the local buildings and the narrow fascias of the shop fronts. It is considered that the attractive design of the bracket will enhance the character of the property and conservation area.

Camden's Planning Policy

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 the addition of a hanging sign on these properties is believed entirely acceptable with the appropriate signage.

It is considered that the signage compliments the aesthetic appearance of the property and the conservation area. Within conservation areas, specially designed advertisements such as traditional hanging signs on business premises can enhance the character and appearance of the area. We consider that the signage will positively integrate with the form, fabric, design and scale of the building and the materials used are sympathetic to the building and surrounding Conservation Area. It is considered the proposed signage is in accordance and supportive of Policies CS7, CS9 and CS14 of the adopted Core Strategy.

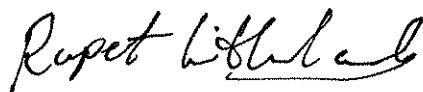
It is also felt the proposal is supportive and in accordance with Development Policies DP10 - Helping and promoting small independent shops, DP24 - Securing high quality design, DP25 - Conserving Camden's heritage and DP30 - Shopfronts.

Conclusion

The proposed signage to 15 Shorts Gardens will promote and enhance the character of Seven Dials, while increasing the shops visibility to customers. We consider the materials used and the design of the signage reflects the appearance, scale and character of the conservation area; mirroring the adjacent shops, creating a sense cohesion along the street.

We trust you will find the submitted information sufficient to validation our client's application and we look forward to a swift and positive outcome. Should you require any further information, please do not hesitate to contact the undersigned.

Yours faithfully



Rupert Litherland
Rolfe Judd Planning Limited