

<b>Delegated Report (Members' Briefing)</b>			<b>Expiry Date:</b>	<b>31/10/2011</b>
			<b>Consultation expiry date</b>	<b>13/10/2011</b>
<b>Officer</b>		<b>Application Number(s)</b>		
Rob Tulloch		2011/4405/L 2011/4406/A		
<b>Application Address</b>		<b>Application Type</b>		
53 Monmouth Street London WC2H 9DG		Listed Building Consent Advertisement Consent		
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s)</b>	
			Grant Listed Building Consent Grant Advertisement Consent	
<b>Proposal(s)</b>				
Display of 1x non-illuminated hanging sign at first floor level.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		Press advert 22/09/2011 – 13/10/2011 Site notice 16/09/2011 – 07/10/2011 No responses received		
<b>CAAC/Local group comments:</b>		<b>Covent Garden Community Association</b> raise no objection <b>Covent Garden CAAC</b> object that apart from the visual impact of the fixings the proposed sign would damage the listed brick façade.  <u>Officer comment:</u> see Listed Building section of assessment.		
<b>Site Description</b>				
The site is a three storey plus attic building on the eastern side of Monmouth Street. It forms part of a terrace of four 18 <sup>th</sup> Century houses with later 19 <sup>th</sup> century shopfronts. The building is listed Grade II and lies within the Seven Dials Conservation Area.				
<b>Relevant History</b>				
<u>14/16/18 Monmouth Street</u> 2009/4054/A & 2009/4056/L Display of three non-illuminated hanging signs to front elevation. Granted 19/10/2009  <u>35/37 Monmouth Street</u> 2010/1351/A & 2010/1348/L Display of two non-illuminated hanging signs to front elevation. Granted 19/05/2010				
<b>Relevant policies</b>				
<b>LDF Core Strategy and Development Policies</b>				
CS5 – Managing the impact of growth				
CS14 – Promoting high quality places and conserving our heritage				
DP24 – Securing high quality design				
DP25 – Conserving Camden's Heritage				
DP26 – Managing the impact of development on occupiers and neighbours				
<b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b> <b>Camden Planning Guidance 2011 (as amended)</b> <b>Seven Dials Conservation Area Statement</b>				

## Assessment

### Proposal

The application relates to a non-illuminated hanging sign and associated fixings at first floor level.

### Listed Building

There is an existing centrally located hanging sign just above the fascia. It is proposed to reposition the sign approximately 650mm higher between the first floor windows. The timber hanging sign would measure 1000mm x 600mm and be 25mm thick with a wrought iron bracket and cruciform style wrought iron fixing measuring 1200mm (h) x 750mm (w).

This type of hanging sign, located above fascia level and with similarly detailed metal brackets and fixings, is common in this section of Monmouth Street, with similar signage at nos. 40, 42, 44, 46, 48, 50-52, 55, 57-59, 61-63 and 73-75 Monmouth Street, all of which are listed Grade II, apart from nos. 40, 50-52 and 73-75. None of the existing signage is considered to harm the setting of the listed buildings and is now part of the character and appearance of this part of the conservation area.

The bracket would be fixed to the brickwork with RAWL bolts as opposed to the fixings being within the mortar between the bricks which is normally preferred. This is due to the heaviness of the signage in this case. The most recently approved applications for signage at nos. 14/16/18 and 35/37 Monmouth Street did not consider this nature of fixing would damage the fabric of the listed buildings, but it is considered that this should continue to be monitored on-site by officers to aid in the assessment of any future applications along this street frontage. A condition should be attached to ensure works of making good to the brickwork are carried out when the existing sign and the proposed sign are removed.

The proposed signage in this case is not considered to harm the special interest of the building or the character and appearance of the conservation area and would comply with policies CS14 and DP25 of the LDF.

### Advert

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### Amenity

The sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

### Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

**Recommendation:** Grant Listed Building & Consent Grant Advertisement Consent

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