

Delegated Report

Expiry Date:

02/11/2011

Officer

Rob Tulloch

Application Number(s)

2011/4194/A

Application Address

15 Monmouth Street
London
WC2H 9DD

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1x non-illuminated projecting 'Neal's Yard' sign at first floor level of Monmouth Street elevation of existing offices.

Consultations

Summary of consultation responses:

N/a

Site Description

The site is a five storey building on the eastern side of Monmouth Street. Part of the ground floor is a passageway leading to Neal's Yard. It lies within the Seven Dials Conservation Area

Relevant History

2003/2809/A Display of non-illuminated projecting sign to front elevation at first floor level. Granted 09/01/2004

21-23 Shorts Gardens

2010/3091/A Details of two non-illuminated projecting signs to side and front elevations at first floor level to replace existing projecting sign on front elevation. Granted 03/08/2010

Relevant policies

LDF Core Strategy and Development Policies

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

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

The application relates to a non-illuminated directional sign at first floor level. It would be made of steel displaying the words "Neal's Yard". It would be a triangular shape measuring 2000mm high and projecting 1350mm at the top. The base of the sign would be 4423mm above pavement level.

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.

Although Camden Planning Guidance for adverts seeks to avoid signage above fascia level, there is other signage in Monmouth Street at a similar level which does not harm the character or appearance of the conservation area. There is also signage of an identical design and at the same height at 21-23 Shorts Gardens (2010/3091/A) also pointing to Neal's Yard.

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.

Recommendation:

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.

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