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| Delegated Report | | Analysis sheet | | Expiry Date: | 19/05/2010 | |
| | | N/A / attached | | Consultation Expiry Date: | 27/04/2010 | |
| Officer | | | Application Number(s) | | | |
| Anette de Klerk | | | A) 2010/1351/A B) 2010/1348/L | | | |
| Application Address | | | Drawing Numbers | | | |
| 35 - 37 Monmouth Street, London, WC2H 9DD | | | Refer to decision notice. | | | |
| PO 3/4 | Area Team Signature | C&UD | Authorised Officer Signature | | | |
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| Proposal(s) | | | | | | |
| A) Display of two non-illuminated hanging signs to front elevation. B) Alterations in connection with the installation of two non-illuminated hanging signs to front elevation. | | | | | | |
| Recommendation(s): | | A) Grant Advertisement Consent B) Grant Listed Building Consent | | | | |
| Application Type: | Advertisement Consent | | | | | |
| Conditions or Reasons for Refusal: | Refer to Draft Decision Notice | | | | | |
| Informatives: | | | | | | |
| Consultations | | | | | | |
| Adjoining Occupiers: | No. notified | 0 | No. of responses | 0 | No. of objections | 0 |
| | | | No. electronic | 0 | | |
| Summary of consultation responses: | A site notice was displayed between 06/04/2010 - 27/04/2020. No response was received. | | | | | |
| CAAC/Local groups comments: | Covent Garden Community Association – No Comment. | | | | | |

Site Description

The application buildings are a pair of early 18th century town house with a nineteenth century shop fronts added at ground floor and are located on the eastern side of Monmouth Street. The application properties are Grade II listed and are located in the Seven Dials Conservation Area.

Relevant History

No. 35 Monmouth Street:

8500676 :Installation of a new shopfront. Granted 29/05/1985.

8570143: Installation of a new shopfront.. LBC granted 29/05/1985

No. 37 Monmouth Street:

8401110: Installation of a new shopfront. Granted 22/08/1984.

8401978: Use of the ground floor for sale of tea, coffee and cakes for consumption on the premises. Granted 21/01/1985.

8470192: Installation of a painted timber shopfront.. Granted 22/08/1984.

8601598: Change of use of ground floor and basement from retail to a dry cleaning facility. Granted 15/01/1987.

8770116: Alterations to shopfront associated with installation of air handling equipment. Granted 08/07/1987.

No's. 35, 37 and 39 Monmouth Street:

HB1919: Works of alteration and conversion including the demolition of the existing rear extensions. Granted 04/10/1978.

Relevant policies

Camden Replacement Unitary Development Plan 2006

SD6 – Amenity for Occupiers and Neighbours

SD7a – Light Pollution

B4b – Advertisements and Signs

B6 - Listed buildings

B7 – Conservation areas

Camden Planning Guidance 2006

Advertisements and signs

Seven Dials (Covent Garden) Conservation Area Statement

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

LDF Core Strategy and Development Policies

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

Relevant Policies in Camden Core Strategy

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

Relevant Policies in Camden Development Policies

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

Assessment

Proposal:

The proposal seeks advertisement consent for two projecting signs to be located on the front elevation above the fascia of the shopfront directly above the shop entrances.

The main issues are:

- The impact on the existing visual amenity and the character and appearance of the Seven Dials conservation area.
- The impact on public safety and amenity.

Visual amenity and character and appearance of conservation area:

The Camden Planning Guidance states that all advertisements should be of a scale and size that respects and is appropriate to the host building or where they are located, nor shall they negatively affect the aesthetic appearance, amenity or character of the area in which they are placed. It states further that advertisements in conservation areas must not harm their character and/or appearance and must not obscure or damage specific architectural features or buildings.

The signs will measure 1000mm x 600mm in size and the wrought iron bracket will extend 1.4m from the front elevation. The base of the signs will be located 3.7m from ground level. The signs will not be externally illuminated. The applicants stated that it is not proposed to locate the signs directly on the fascia due to fascia's narrowness and the design of the hanging bracket.

Many of the properties along Monmouth Street display hanging sign in the same location as the proposed due to the design of the buildings and the narrow fascias of the shopfronts.

It is considered that the proposed projecting signs are appropriately detailed and of a scale and size that respects the appearance of the host building and would not negatively affect the aesthetic appearance, visual amenity or character and appearance of the conservation area or special interest of the listed building. It is therefore considered that the proposal is acceptable.

Public safety and amenity:

With regard to the proposed signage consideration should also be given to public safety and amenity. In terms of public safety the proposed signs are located above fascia level of the building and thereby raise no concerns relating to obstructing traffic signs or distracting drivers along Monmouth Street.

Given that the proposed projecting signs are not to be illuminated, it is not considered that this would have a harmful affect on the amenity currently enjoyed by the occupiers of nearby properties.

Recommendation:

Grant Conditional Advertisement Consent

Grant Listed Building Consent

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