

LE/JD/P3870
10th March 2010

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Planning Portal Ref: PP-00788689

Dear Sirs,

35/37 Monmouth Street, London, WC2
Advertisement application for the erection of a hanging sign on the front elevation of both properties

On behalf of our client Shaftesbury Seven Dials Ltd, we write in support of an advertisement application for the erection of a hanging sign on the front elevation of numbers 35 and 37 Monmouth Street. The requisite planning application fee of £95.00 has been submitted to the Council by post.

Site Location

The properties are located on the south side of Monmouth Street within Seven Dials. The properties comprise of retail on the ground floors and residential use on the upper floors. Both properties are Grade II Listed and within Seven Dials (Covent Garden) Conservation Area.

The Proposal

The application seeks advertisement consent to erect hanging signs on the front elevations of the properties. The hanging signs will be located just above the fascia of the shopfront directly above the shop entrances. One hanging sign is proposed on each shopfront.

Due to the narrow fascia and design of the hanging sign bracket, it is not possible to locate the sign directly on the fascia. It is also considered that the hanging sign would look cluttered if positioned on the fascia and the attractive design of the bracket would be lost against the background.

We have reviewed hanging signs throughout Seven Dials and the surrounding Covent Garden area and have positioned the hanging signs in a location that mirrors other properties. Many of the properties along Monmouth Street have hanging signs just above the fascia due to the design of the buildings and the narrow fascias on the shopfronts. We have submitted photographs of other properties along Monmouth Street which have hanging signs above the fascia and compliment the properties. We therefore consider that the proposed signage will compliment the existing hanging signs in the immediate area. The principle of hanging signs is well established in this area and the addition of two hanging signs on these properties is entirely acceptable and suitable signage. This application has been submitted in tandem with an application for listed building consent.

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Design Statement

The hanging sign bracket is wrought iron painted matt black. The bracket is fixed to the brickwork walls with four RAWL bolts. The bracket has an ornate design made with wrought iron. Please refer to drawing 19464-01 for more detail on the design of the sign and bracket.

The design of the hanging sign board is not yet finalised and will be decorated by the retail tenant. We can confirm that the hanging sign is 1000mm X 600mm and will project 1.4m. The sign is not illuminated.

It is considered that the attractive design of the bracket will enhance the listed buildings and conservation area. The hanging sign is located slightly above the fascia but this is considered the only position where the bracket can be securely fixed to the building. This position of the signage replicates that of the surrounding hanging signs.

No access statement is required for the erection of a hanging sign.

Camden's Planning Policy

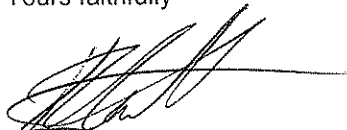
The Council recognises that advertisements and signs are important to the vitality and function of areas. The hanging sign integrates well with the design and scale of the buildings and has been constructed with wrought iron which is a robust materials commonly used in the surrounding area. It is considered that the signage compliments the aesthetic appearance of the properties and the conservation area. The sign has been situated to ensure pedestrian flow is unaltered. 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 signs will positively integrate with the form, fabric, design and scale of the buildings and the materials used are sympathetic to the buildings and the surrounding area, in accordance with Policy B4B.

Conclusion

The signage has been sympathetically designed and relates well to the character and scale of the building and other brackets on the surrounding properties. The hanging signs have been sensitively designed to work well on the front elevations and with neighbouring properties.

We trust the submitted information is sufficient to validate our client's application and we look forward to a swift and positive outcome. Should you have any questions, please do not hesitate to contact me.

Yours faithfully



Lucy Entecott
Rolfe Judd Planning