

CE/JD/P3870
17th August 2009

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Planning Portal Ref: PP- 00800361

Dear Sirs,

14/16/18 Monmouth Street, London, WC2
Advertisement application for the erection of hanging signs on the front elevation of the properties.

On behalf of our client Shaftesbury Covent Garden Ltd, we write in support of an advertisement application for the erection of three hanging signs on the front elevation of numbers 14, 16 and 18 Monmouth Street. The requisite planning application fee of £285.00 has been submitted to the Council by post.

Site Location

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

The Proposal

The application seeks advertisement consent to erect three hanging signs on the front elevation of the properties. The hanging signs will be located just above the fascia of the shopfronts, in the centre of the properties. One hanging sign is proposed for each shopfront.

The hanging signs are located just above the fascia of the shopfront. Due to the narrow fascia and design of the hanging sign bracket, it is not possible to locate the sign directly onto the fascia. It is also considered that the hanging sign would appear cluttered if positioned on the fascia and the attractive design of the bracket would be lost against the background.

Due to the design of the front elevation and position of the windows the hanging signs are positioned in the centre of the front elevation in between the windows. It is not possible to locate the signage above each entrance because of the windows. It is considered that the symmetrical location of the hanging signs is more attractive on the building and in no way compromises the quality of this street within the Seven Dials conservation area.

We have reviewed hanging signs throughout Seven Dials and the surrounding Covent Garden area and have positioned the hanging signs in a location that emulates 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

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numerous other properties along Monmouth Street which have hanging signs above the fascia and contribute positively to the attractive character of the properties and the street. The photographs also illustrate that centrally located signage is consistent along Monmouth Street. We therefore consider that the proposed signage will compliment the existing hanging signs in the immediate area.

We can confirm that the size of the hanging sign board complies with national advertisement guidance. The signage has been sympathetically designed and relates well to the character and scale of the building and other brackets on the surrounding properties.

Design Statement

The hanging sign has been designed to reflect some of the existing hanging signs in Seven Dials. 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-P03 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 (0.6 sqm) and will project out 1500mm over the pavement. 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 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 design of the hanging signs has followed the guidance within Camden's Advertisement and Signs SPG (2006). The hanging signs will integrate well with the design and scale of the buildings and will be constructed with wrought iron which is a robust materials commonly used in the surrounding area. It is considered that the signage contributes positively to the aesthetic appearance of the properties and the conservation area.

Conclusion

The size and design of the proposed hanging signs is considered to fully comply with both Camden's guidance on advertisement and national guidance. The hanging signs have been sensitively designed to compliment the listed properties and the Conservation Area.

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

Yours faithfully



Claire Evans
Rolfe Judd Planning