

CE/JD/P3870
17th August 2009

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Dear Sirs,

14/16/18 Monmouth Street, London, WC2
Listed Building Application for the erection of hanging signs on the front elevation of 14, 16 and 18 Monmouth Street.

On behalf of our client Shaftesbury Covent Garden Ltd, we write in support of a Listed Building application for the erection of three hanging signs on the front elevation of numbers 14, 16 and 18 Monmouth Street.

Site Location

The properties are located on the northern side of Monmouth Street within Seven Dials. The properties comprise of retail on the ground 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 listed building 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 shopfront in the centre of the properties. One hanging sign is proposed on each shopfront.

An application for advertisement consent has been submitted to Camden (Planning Portal ref PP-00800361), this application therefore seeks permission for the hanging sign bracket to be affixed to the listed buildings.

Design Statement

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 position 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

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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 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.

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 which emulates other hanging sign brackets along the street. Please refer to drawing 19464-P03 for more detail on the design of the sign and bracket.

We can confirm that the hanging sign will carefully be affixed to the listed buildings using four bolts which will not impact upon the buildings fabric. It is considered that the attractive design of the bracket will enhance the listed buildings and conservation area.

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 hanging signs are not illuminated.

Access Statement - 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 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 contributes positively to the aesthetic appearance of the properties and the conservation area.

Conclusion

The proposed hanging sign is considered to fully comply with both national guidance and Camden's advertisement guidance. The hanging sign will be carefully fixed to the listed buildings without impacting on the historic fabric of the buildings.

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



Claire Evans
Rolfe Judd Planning

c.c Clare Harris : Shaftesbury Seven Dials Ltd