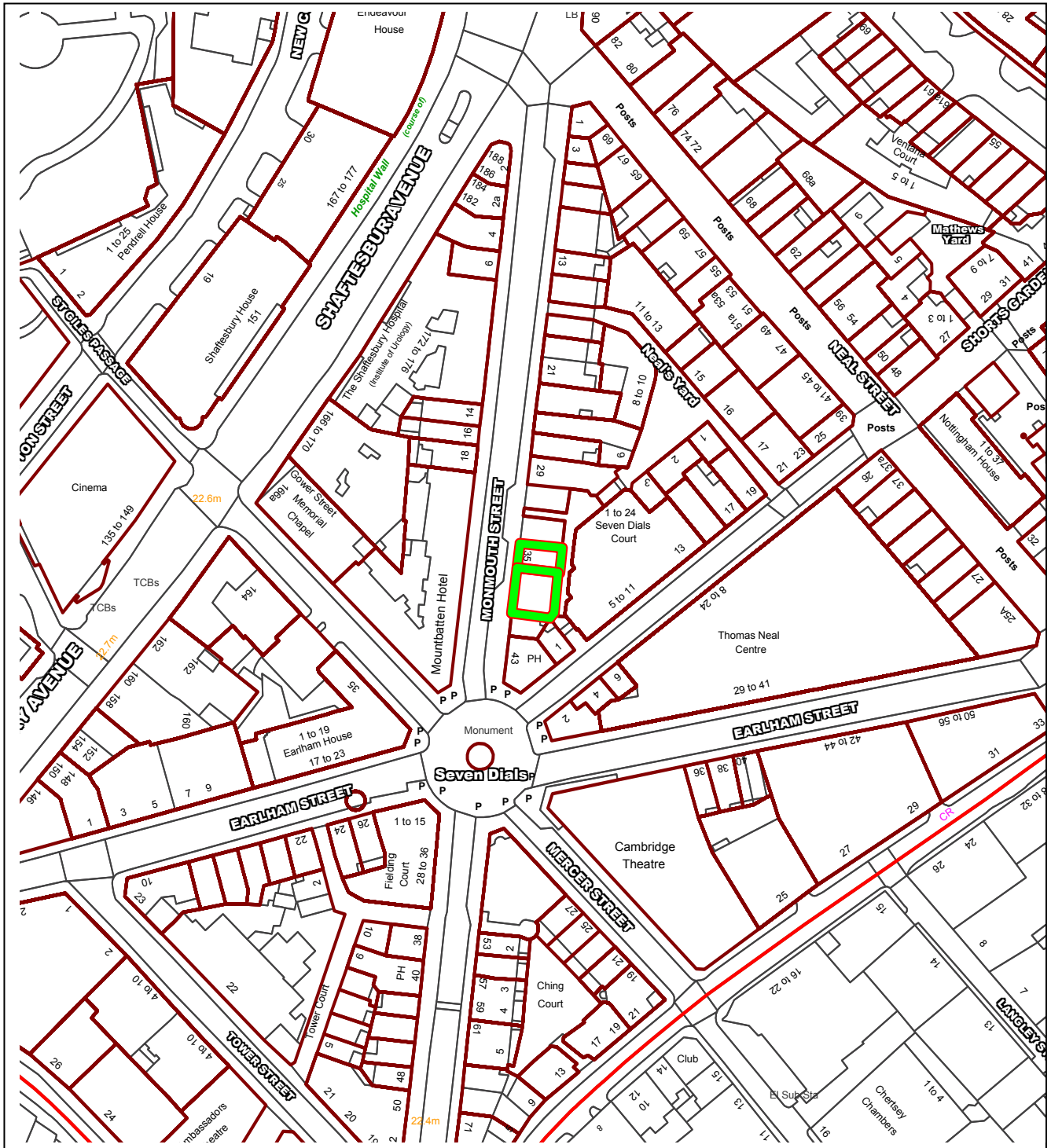


35-37 Monmouth Street



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Photo 1: 37 Monmouth Street



Photo 2: 35-37 Monmouth Street



Photo 3: 35 – 37 Monmouth Street



Photo 4: 35 -37 Monmouth Street (37 partially obscured by van)

Delegated Report		Analysis sheet		Expiry Date:		01/09/2015	
(Members Briefing)		N/A / attached		Consultation Expiry Date:		06/08/2015	
Officer				Application Number(s)			
Darlene Dike				2015/3848/P, 2015/3069/L and 2015/3135/A			
Application Address				Drawing Numbers			
35-37 Monmouth Street London WC2H 9DD				Please refer to relevant decision notices.			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
<p>3 applications:</p> <p>2015/3848/P - Replacement of glazing and mullions, replacement of door with fixed glazing and stall riser, raising the window sill and installation of ventilation grille to shopfront.</p> <p>2015/3069/L - Display of externally illuminated fascia sign, non-illuminated projecting sign and an awning, replacement of glazing and mullions, replacement of door with fixed glazing and stall riser, raising the window sill, installation of ventilation grill and internal alterations including the installation of partitions and replacement of stairs.</p> <p>2015/3135/A - Display of externally illuminated fascia sign, non-illuminated projecting sign and an awning, and temporary display of construction hoarding with signage for the duration of 10/08/15 to 30/09/15.</p>							
Recommendation(s):		Grant Planning Permission Grant Listed Building Consent Grant Advertisement Consent					
Application Type(s):		Full Planning Permission, Listed Building Consent, Advertisement Consent					

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	05	No. of responses	00	No. of objections	00
			No. Electronic	00		
Summary of consultation responses:	<p>A site notice was displayed from 10/06/2015 to 01/07/2015 for the listed building application 2013/3069/L and from 13/07/2015 to 03/08/2015 for the planning application 2015/3848/P.</p> <p>A press notice was published from 11/06/2015 to 02/07/2015 for the listed building application 2013/3069/L and from 16/07/2015 to 06/08/2015 for the planning application 2015/3848/P.</p> <p>No responses were received from adjoining occupiers.</p>					
CAAC/Local groups* comments: <small>*Please Specify</small>	<p>The Covent Garden Community Association made the following objection:</p> <p>The CGCA had welcomed improvements to the shopfront at No. 37 (see 2014/4334/P). However, as noted in the Seven Dials Renaissance Study, which Camden has adopted, there are additional alterations that would more closely return this shopfront to its traditional appearance, namely (1) using a brass grille as a treatment for the ventilator; and (2) removing the obtrusive flood light fittings. These current proposals do not mention the material of the grille. The CGCA emphasises that the grille should be brass.</p> <p>The CGCA objects to the removal of the door in the shopfront of No. 37, as proposed in the current application. Removing the door causes harm to this listed building and does not comply with the Seven Dials Study.</p> <p>The CGCA does not object to the awning, provided the officer is satisfied it complies with the standards set in the Seven Dials Renaissance Study (see page 30). The study specifies that canvas awnings should be used. This is repeated in Camden's planning policy (see CPG1-7.19). The awning must be attached between the fascia and shopfront and be flush with the fascia level, as per Camden policy. Further, the Seven Dials Study says that the roller box should be fitted neatly into the top of the fascia cornice, so as to be relatively unnoticeable when retracted.</p> <p>Although not mentioned in the proposal statement, the use of planters and a bench are shown on the pavement in front of the premises on the applicant's proposed plans (see drawing 404L 02 05 A1). It should be made clear that these items on the pavement are not permitted as part of this application.</p> <p>Officer's Response</p> <p>See paragraphs 3.4, 3.7, 3.9, 3.10</p>					

Site Description

The application site comprises an 18th Century 4 storey plus basement mid-terrace building located on the eastern side of Monmouth Street, close to the Seven Dials junction. The property has been in use as an A1 retail unit at ground and lower ground floor levels, though it is currently unoccupied.

The site is located in the Seven Dials conservation area and is Grade II listed. 35 Monmouth Street is identified as a shopfront of merit within the Seven Dials Conservation Area Statement, but 37 Monmouth Street is not.

Relevant History

APPLICATION SITE

2010/1348/L - Alterations in connection with the installation of two non-illuminated hanging signs to front elevation. **Granted 19/05/2010.**

2010/1351/A - Display of two non-illuminated hanging signs to front elevation. **Granted 19/5/2010.**

2014/3689/L - Internal alterations at basement and ground floor level including the formation of openings between 35 and 37 Monmouth Street at both levels, the relocation of the stair within no. 35, and the removal of the stair within no. 37. **Granted 09/07/2014.**

2014/4334/P - Alterations to the existing shopfront at 37 Monmouth Street. **Granted 20/08/2014.**

2014/4443L - Alterations to the existing shopfront at 37 Monmouth Street. **Granted 20/08/2014.**

NEIGHBOURING SITES

1 Monmouth Street

11293 - The installation of a new shopfront at No. 1 Monmouth Street, W.C.2. **Granted 28/07/1971.**

2010/4695/A - Display of 1 x non illuminated hanging sign to front elevation of existing building (Class A1). **Granted 15/10/2010.**

4 Monmouth Street

2011/6392/P - Installation of stall riser to Monmouth street shopfront and ventilation grilles to Shaftesbury Avenue elevation in connection with retail unit fronting Shaftesbury Avenue and Monmouth Street (Class A1). **Granted 12/06/2012.**

2012/2244/A - Installation of 1 x externally illuminated (trough light) fascia sign, 1 x projecting sign to each of the Shaftesbury Avenue and Monmouth Street elevations and 1 x awning to Monmouth street elevation. **Granted 12/06/2012.**

5 Monmouth Street

2006/2495/P - Installation of new shopfront, kitchen extractor duct and 4x air-conditioning units to rear elevation in connection with the basement restaurant (Class A3). **Granted 08/08/2006.**

9-11 Monmouth Street

2014/5329/P - Alterations to shopfront to provide a new opening. **Granted 15/12/2014.**

14,16 & 18 Monmouth Street

2007/1842/L - The installation of a new staircase in No.16, the blocking up of basement openings between 14, 16 and 18 Monmouth Street to form 3 retail units (Class A1 Use) together with other minor internal alterations. **Granted 12/07/2007**

2008/2949/P - Installation of an awning to the shop fronts of nos. 14, 16, and 18 Monmouth Street. **Granted 19/08/2008.**

2008/3404/L - Installation of an awning to the shop fronts of nos. 14, 16, and 18 Monmouth Street. **Granted 19/08/2008.**

2009/4054/A - Display of three non-illuminated hanging signs to front elevation. **Granted 19/10/2009.**

2009/4056/L - Alterations in connection with the installation of three non-illuminated hanging signs to front elevation. **Granted 19/10/2009.**

15 Monmouth Street

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

2011/4194/A - Display of 1x non-illuminated projecting sign at first floor level. **Granted 13/10/2011.**

19-21 Monmouth Street

2009/3748/L - Listed building consent is sought for internal alterations at first floor and second floor level including the blocking of the party wall opening between no.19 at first floor level and the installation of partitions at second floor level. **Granted 10/12/2009.**

20 Monmouth Street

2010/3142/P - Alterations at ground floor level to Monmouth Street facade including removal of entrance canopy and revolving entrance doors and replacement with glazed entrance doors with side panels and fanlight, relocation of fire exit doors and installation of 5 retractable awnings, replacement of ground floor window on Seven Dials façade with double entrance doors and replacement of existing sash windows on upper floors with new double glazed sash windows to match existing. **Granted 03/11/2010.**

23 Monmouth Street

2010/3072/A - Erection of a non-illuminated hanging sign to front of existing shop (Class A1). **Granted 11/08/2010.**

31-33 Monmouth Street

2003/3266/A - Display of non-illuminated projecting sign to front elevation. **Granted 09/01/2004.**

2005/2979/A - Display of externally illuminated projecting and fascia sign. **Granted 21/09/2005.**

2005/2981/P - Minor alterations to shopfront including replacement sliding door. **Granted 16/09/2005.**

2006/1834/A - Display of an externally illuminated fascia sign and an internally illuminated projecting sign. **Granted 17/07/2006.**

32-34 Monmouth Street

2010/4861/P - Installation of 3 x condenser units to the rear at first floor level, and alterations to shopfront including relocation of doorway and reinstatement of glazed fan light panels at existing restaurant (Class A3). **Granted 22/11/2010.**

39 Monmouth Street

2006/5789/L - Works to basement and ground floor including a shop fit out, new floor and ceiling finishes, works to an existing staircase, together with the display of a halo-illuminated fascia sign and redecoration of the shop front. **Granted 23/03/2007.**

2007/4623/L - Installation of a non-illuminated projecting sign. **Granted 26/11/2007.**

2012/4035/A - Display of 1x non-illuminated hanging sign. **Granted 18/09/2012.**

42-44 Monmouth Street

2004/2215/P - Installation of 2 retractable awnings to shopfronts at 42 and 44 Monmouth Street. **Granted 10/08/2004.**

2004/2216/L - Installation of 2 canopies to shopfronts at 42 and 44 Monmouth Street. **Granted 10/08/2004.**

50 Monmouth Street

2012/2640/A - Display of five externally illuminated fascia signs and a projecting sign to restaurant (Class A3). **Granted 09/07/2012.**

50-52 Monmouth Street

2008/4344/A - Display of non-illuminated projecting sign on existing bracket at first floor level. **Granted 23/12/2008.**

53 Monmouth Street

2011/4405/L - Display of 1x non-illuminated hanging sign at first floor level. **Granted 25/10/2011.**

2011/4406/A - Display of 1x non-illuminated hanging sign at first floor level. **Granted 25/10/2011.**

65 Monmouth Street

2009/5813/L - Insertion of a partition wall within the ground floor shop unit. **Granted 21/01/2010.**

65-67 Monmouth Street

2011/2001/L - Insertion of a partition wall within the basement and ground floor levels. **Granted 13/06/2011.**

2012/0182/A - Display of non-illuminated fascia sign at ground floor level and non-illuminated projecting sign with bracket at first floor level in relation to shop (Class A1). **Granted 16/02/2012.**

2012/0183/L - Alterations to include the display of non-illuminated fascia sign at ground floor level and non-illuminated projecting sign with bracket at first floor level in relation to shop (Class A1). **Granted 16/02/2012.**

69-75 Monmouth Street

2004/3442/L - Internal and external alterations including formation of new staircases, installation of internal partitions and reglazing of shopfronts to Monmouth Street elevation, all in connection with the change of use of ground (69-71) and lower ground (69-75) from offices (class B1) to hairdressing salon (class A1). **Granted 12/11/2004.**

2004/3470/A - Display of two no. externally illuminated fascia signs and two no. externally illuminated projecting signs.
Granted 12/11/2004.

Relevant policies

National Planning Policy Framework 2012

London Plan 2011

Camden LDF Core Strategy 2010

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

Camden Development Policies 2010

DP24 (Securing high quality design)

DP25 (Conserving Camden's heritage)

DP26 (Managing the impact of development on occupiers and neighbours)

DP30 (Shopfronts)

Camden Planning Guidance 2015 and 2011

CPG1 Design – Chapter 3 and 7, 8

CPG6 Amenity – Chapter 5

Seven Dials Estate Conservation Area Statement 1998

Pages 21 and 28

Assessment

1. Proposal

1.1. Planning permission is sought for the following external works to the shopfront:

- replacement of glazing and mullions
- replacement of door with fixed glazing and stall riser
- raising the window sill
- installation of ventilation grille

1.2. Listed building consent is sought for the following external and internal works:

- display of externally illuminated fascia sign
- non-illuminated projecting sign and an awning
- replacement of glazing and mullions
- replacement of door with fixed glazing and stall riser
- raising the window sill
- installation of ventilation grille
- installation of partitions
- replacement of stairs

1.3. Advertisement consent is sought for the display of the following advertisements:

- externally illuminated fascia sign
- non-illuminated projecting sign
- awning
- temporary construction hoarding with signage for the duration of 10/08/15 to 30/09/15.

2. Assessment

2.1. The principal considerations material to the determination of this application are summarised as follows:

- Design (Visual impact) and Heritage (Impact on the Grade II listed host building and wider conservation area)
- Amenity (Impact on the amenity of adjoining neighbours)

3. Design and Heritage

3.1. External Works

3.2. DP30 states that 'the attractiveness of shopfronts can usually best be maintained by taking inspiration from the architecture of the building and neighbouring units and reflecting the general scale and pattern of shopfront widths in the area' (paragraph 30.6).

3.3. The proposal to raise the stall riser at 37 Monmouth Street and bring its height in keeping with that of 35 Monmouth Street, takes direct inspiration from the architecture of the adjacent building, mimicking the form and scale of the neighbouring shopfront and in so doing forms an alteration that would sit cohesively within its setting. In line with guidance within the Seven Dials Conservation Area Statement this alteration to the shopfront would serve to 'preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages' (page 28). Similarly the replacement of the existing side door to 37 Monmouth Street with fixed glazing and a stall riser, as well as maintaining the rhythm of the fenestration pattern at number 37, mirrors the existing configuration of 31 -33 and 39 Monmouth Street, meaning that this change too draws on the architectural influences in its vicinity and so is appropriate to its immediate context.

3.4. Contrary to the objection raised it is not felt that the loss of the side door causes harm to the listed building. The door to the 37 Monmouth Street elevation is not original and as such its replacement with fixed glazing and a stall riser will not result in the loss of any historic fabric. This coupled with the fact that 37 Monmouth Street is not a shopfront of merit, means that minimal harm would be caused to the wider setting by the loss of the door.

3.5. DP30 goes on to state that 'if a shopfront is replaced or altered, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored' (paragraph 30.7).

3.6. Proposals to replace the existing single paned windows with security glass are deemed acceptable because they achieve this entirely. By retaining the existing window frame in its current position and simply adapting it to accommodate the thickened glass, proposals fully respect the characteristics of the building, and allow for a modest

adaptation which will have minimal visual impact.

- 3.7. DP30 also makes clear in its opening paragraph that 'the Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.' The replacement of the existing mullions to the shopfront of 37 Monmouth Street with thinner, moulded mullions akin to those already present at number 35 Monmouth Street meets this need for a high standard of design, and would form a wholly sympathetic alteration to the shopfront. In the same way, the installation of a retractable canvas awning, comprising a traditional material and frame, is an alteration of suitably high quality to complement the listed building and preserve and enhance its wider setting within the Seven Dials Conservation Area. In addition to this the installation of a ventilation grille to the 37 Monmouth Street shopfront, which the agents have confirmed in writing will be brass, would be an acceptable minor alteration to the shopfront, and adheres to CPG1 guidance that for 'historic, locally distinctive or characteristic shopfronts...the re-instatement of missing features will be encouraged' (paragraph 7.11).
- 3.8. With regard to the building's listed status, the proposed external works, namely to replace glazing and mullions, replace an existing door with fixed glazing and stall riser, raise the sill height and install a ventilation grill at 37 Monmouth Street are deemed acceptable. Changes involve no loss of historic fabric, and are in keeping with the age and style of the host building, and its setting within the wider street scene and so preserve the building's special architectural and historic interest.
- 3.9. The shopfronts at 35-37 Monmouth Street also feature 5 floodlights. These are an existing feature and are not proposed to be altered under the current applications. Although the floodlights could be more sympathetic to the building, both of the adjacent shops at 31-33 and 39 Monmouth Street have similar fixtures, and so they are in keeping with their context.
- 3.10. Benches and planters are shown within the front elevation drawing in the Design and Access Statement, however this is indicative only. Proposals to position planters and benches outside the shopfront would be a matter for consideration by the Highways department and does not form part of the assessment for this scheme. It is noted however that several stores along Monmouth Street have installed temporary street furniture of this nature in front of the shopfront.
- 3.11. Internal Works
- 3.12. CPG1 states that 'in assessing applications for listed building consent we have a statutory requirement to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. We will consider the impact of proposals on the historic significance of the building, including its features, such as:
- original and historic materials and architectural features;
 - original layout of rooms;
 - structural integrity; and
 - character and appearance' (paragraph 3.22).
- 3.13. Internal alterations to install partitions and replace the stairs are considered appropriate because they will not detrimentally affect the original and historic materials and architectural features, structural integrity or character and appearance of the host building. Whilst the proposals will have some impact on the building's character at ground and basement levels, alterations result in no significant changes to the plan form and the fitting out works to the shop will have no impact on any significant or decorative historic fabric. Consequently, proposals meet CPG1 guidance to 'respond to the special historic and architectural constraints of the listed building, rather than significantly change them' (paragraph 3.23).
- 3.14. Advertisements
- 3.15. Guidance within the Seven Dials Estate Conservation Area Statement stipulates that 'shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings' and goes on to state that 'generally signage should be non-illuminated or externally illuminated' and that appropriate 'signage will usually consist of one fascia sign and one projecting sign' (page 28).
- 3.16. Proposals to install an externally illuminated fascia sign and one projecting sign comply with this guidance entirely and are therefore deemed appropriate for the site's setting within the Seven Dial's Conservation Area. The proposed externally illuminated fascia sign, with lettering proportionate to the scale of the shopfront, respects the architectural features of the host building and the character and appearance of the surrounding area, and alters the external fabric

of the building very little. Similarly the projecting sign relates well to the character, scale and architectural features of the building. Although it contravenes CPG1 design guidance that projecting signs 'should normally be level with the fascia rather than below or above it' (paragraph 7.15) it is felt that given the context of the site, this positioning just above fascia level is acceptable. The projecting sign will use a historic bracket that forms part of the original distinctive features of the shopfront, and is sympathetic to the pattern of projecting signs within the street which frequently employ the use historic brackets above fascia level. Any negative impact of the projecting sign's positioning above fascia level is also minimised by the fact that it is non-illuminated.

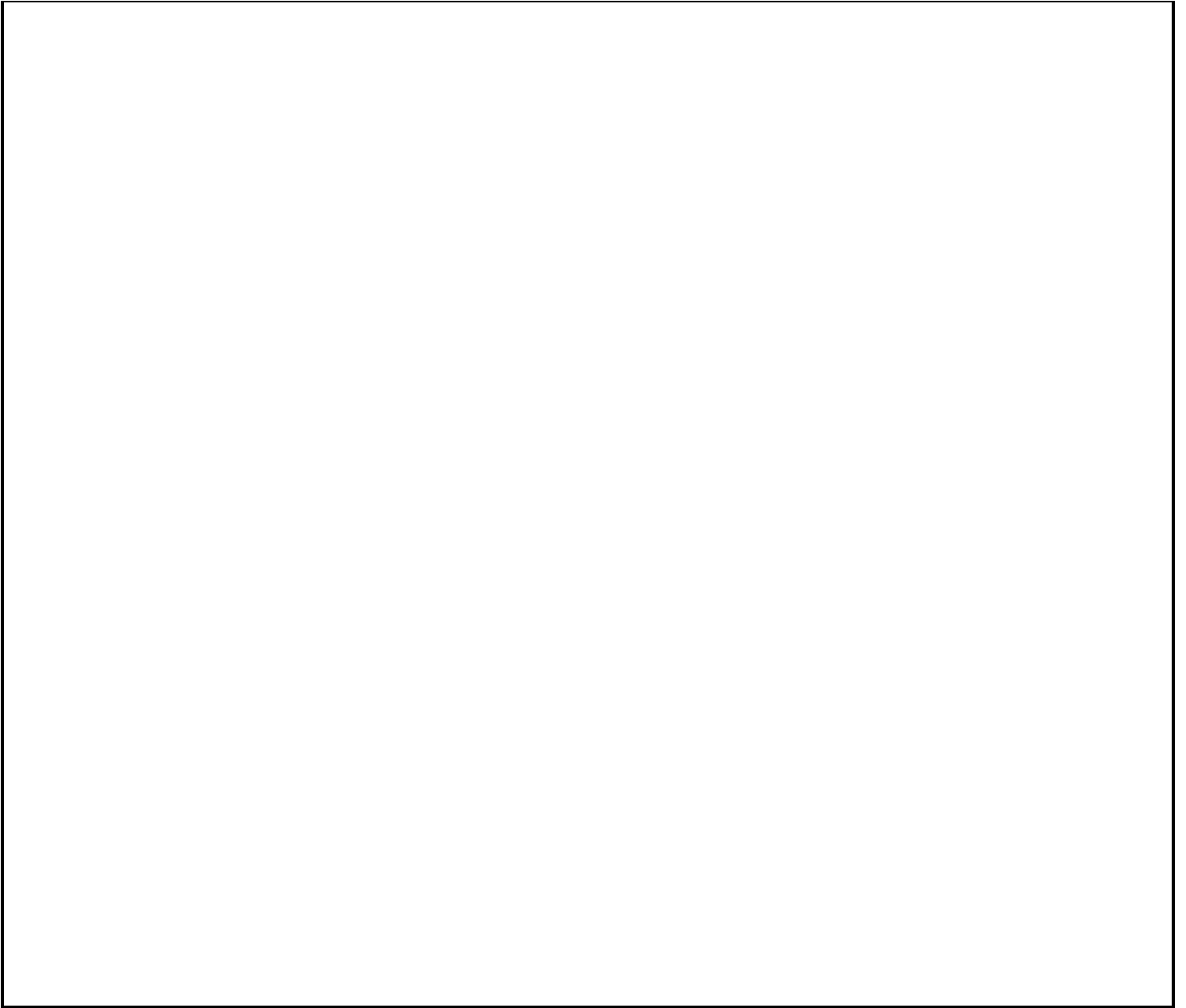
- 3.17. As regards the proposed awning, CPG1 design guidance states that 'shopfront canopies and blinds are only likely to be acceptable where they are:
- retractable;
 - traditional canvas;
 - blind box integrated with the overall design;
 - attached between the fascia and shopfront; and
 - flush with the fascia level. (paragraph 7.19).
- 3.18. The awning proposed meets all these requirements, and with discreet, modest lettering would not be a dominant addition to the streetscene. In mimicking traditional detailing within its frame the awning would not have a discordant or over dominant shape but would be appropriate in position, design and materials to the character and scale of both the shopfront, and its wider setting within the Seven Dials Conservation Area.
- 3.19. With respect to the buildings' listed status, the proposed externally illuminated fascia sign, non-illuminated projecting sign and awning are considered acceptable in terms of their size, design, method of illumination and location and will not impact on the special architectural and historic interest of the building. The proposed signs will not obscure any significant architectural features or otherwise visually harm the building, and there will be no loss of original or otherwise significant historic fabric.
- 3.20. A temporary hoarding is included in the advertisement application. According to CPG1 design guidance hoardings are acceptable 'if an area has a mix of uses or is predominantly in commercial use... where they satisfactorily relate to the scale of the host building or feature and its surroundings' (paragraph 8.17).
- 3.21. The proposed non illuminated hoarding is considered acceptable in terms of its size, design, and location. Positioned only at ground floor level the hoardings would not prevent or significantly damage views or obscure light, or obscure architectural features or landmarks. The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the building and streetscene. However, during construction the advertisement would shield unsightly building works in accordance with guidance in CPG1 - Design.
- 3.22. Advertisements are assessed on their impact on public safety as well as amenity, and no impact on public safety is envisaged.

4. Amenity

- 4.1. The proposed works to the shopfront are minor in nature, and will not impact on the daylight or sunlight nor outlook to any of the neighbouring properties, and so comply with Camden Planning Guidance 6 on amenity.
- 4.2. Advertisement proposals to externally illuminate the fascia sign may cause some light spill, but this is in an area where external illumination of this kind is prevalent so it is felt the any negative impact on adjoining occupiers would be negligible.

5. Recommendation

- 5.1. Grant planning permission, listed building consent and advertisement consent.



Mr Angus Pond
Angus Pond Architects Limited
25 Lexington Street
Soho
London
W1F 9AH

Application Ref: **2015/3848/P**
Please ask for: **Darlene Dike**
Telephone: 020 7974 1029

19 August 2015

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
35-37 Monmouth Street
London
WC2H 9DD

DECISION

Proposal:
Replacement of glazing and mullions, replacement of door with fixed glazing and stall riser, raising the window sill and installation of ventilation grille to shopfront.

Drawing Nos: Site Location Plan (Ref. 404 EX 01 01 Rev A2); 404 EX 01 02 Rev A1; 404 EX 02 01 Rev A1; 404 EX 02 02 Rev A1; 404 EX 03 01 Rev A1; 404 L 02 01 Rev A1; 404 L 02 02 Rev A4; 404 L 03 01 Rev A5; Design and Access Statement

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).



- 2 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans; Site Location Plan (Ref. 404 EX 01 01 Rev A2); 404 EX 01 02 Rev A1; 404 EX 02 01 Rev A1; 404 EX 02 02 Rev A1; 404 EX 03 01 Rev A1; 404 L 02 01 Rev A1; 404 L 02 02 Rev A4; 404 L 03 01 Rev A5; Design and Access Statement.

Reason:

For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Culture & Environment

DRAFT

DECISION

Angus Pond Architects Limited
25 Lexington Street
Soho
London
W1F 9AH

Application Ref: **2015/3069/L**
Please ask for: **Darlene Dike**
Telephone: 020 7974 1029

19 August 2015

DRAFT

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
35-37 Monmouth Street
London
WC2H 9DD

DECISION

Proposal:

Display of externally illuminated fascia sign, non-illuminated projecting sign and an awning, replacement of glazing and mullions, replacement of door with fixed glazing and stall riser, raising the window sill, installation of ventilation grill and internal alterations including the installation of partitions and replacement of stairs.

Drawing Nos: Site Location Plan (Ref. 404 EX 01 01 Rev A1); 404 EX 01 02 Rev A1; 404 EX 02 01 Rev A1; 404 EX 02 02 Rev A1; 404 EX 03 01 Rev A1; 404 L 03 02 Rev A1; 404 L 02 01 Rev A2; 404 L 02 02 Rev A4; 404 L 02 03 Rev A1; 404 L 02 04 Rev A1; 404 L 02 05 Rev A1; 404 L 02 06 Rev A1; 404 L 02 07 Rev A1; 404 L 02 08 Rev A1; 404 L 03 01 Rev A5; 404 L 03 02 Rev A1; 404 L 03 03 Rev A1; 404 L 03 04 Rev A1; 404 L 03 05 Rev A1; 404 A 24 01 Rev A1; Design and Access Statement

The Council has considered your application and decided to grant subject to the following condition(s):

Conditions And Reasons:



- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 All new work and work of making good shall be carried out to match the original work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Culture & Environment

Angus Pond Architects Limited
25 Lexington Street
London
W1F 9AHApplication Ref: **2015/3135/A**
Please ask for: **Darlene Dike**
Telephone: 020 7974 1029

19 August 2015

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent GrantedAddress:
35-37 Monmouth Street
London
WC2H 9DD**DECISION**

Proposal:

Display of externally illuminated fascia sign, non-illuminated projecting sign and an awning, and temporary display of construction hoarding with signage for the duration of 10/08/15 to 30/09/15.

Drawing Nos: Site Location Plan (Ref. 404 EX 01 01 Rev A1); 404 L 01 01 Rev A1; 404 L 38 01 Rev A1; 404 L 38 02 Rev A1; 404 IM 01 01 Rev A1

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.



- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The hoarding hereby permitted is for a temporary period only and shall be removed on the 30th September 2015 or before.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Culture & Environment

DRAFT

DECISION