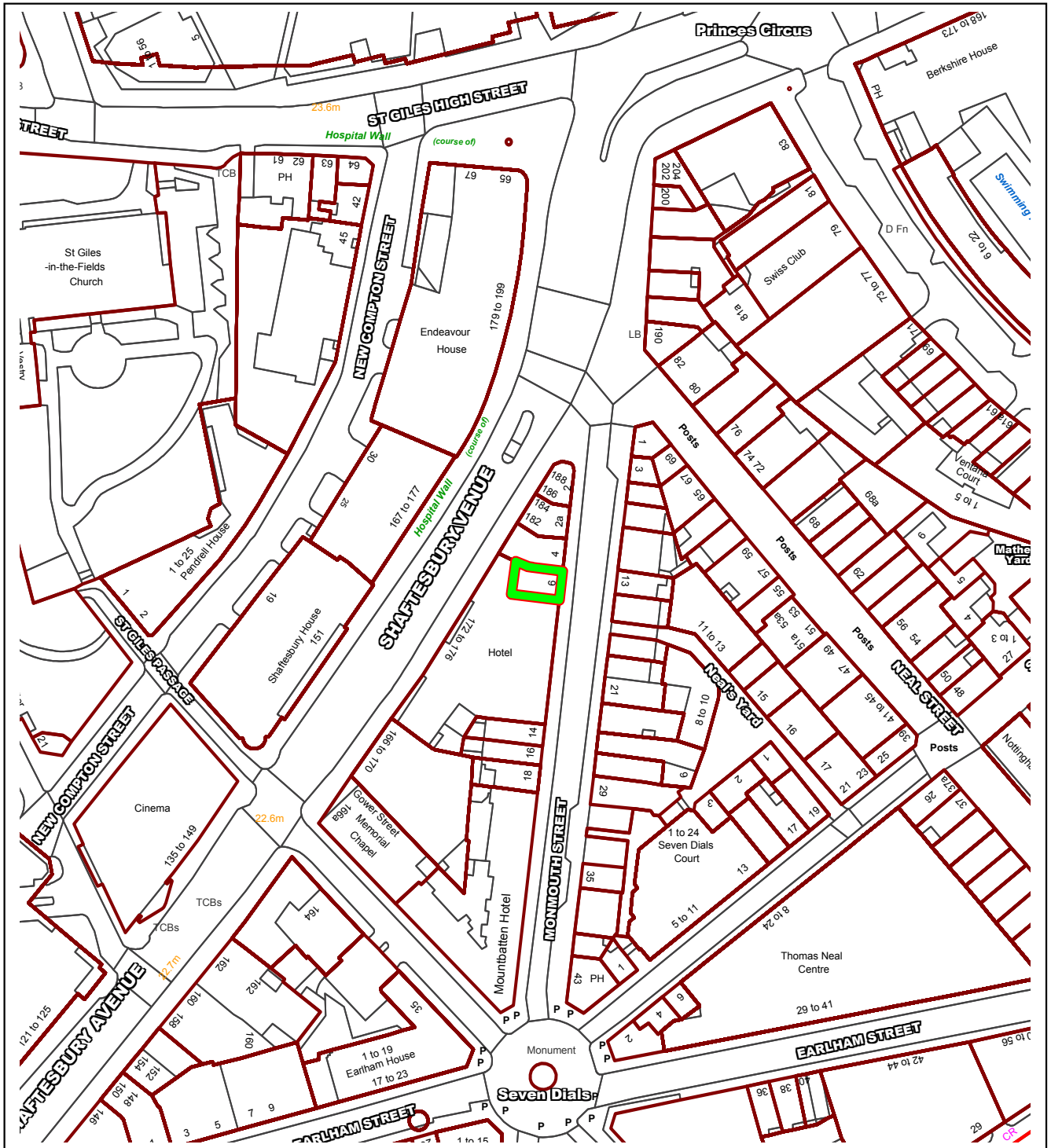


2015/7004/P - 6 Monmouth Street, WC2H

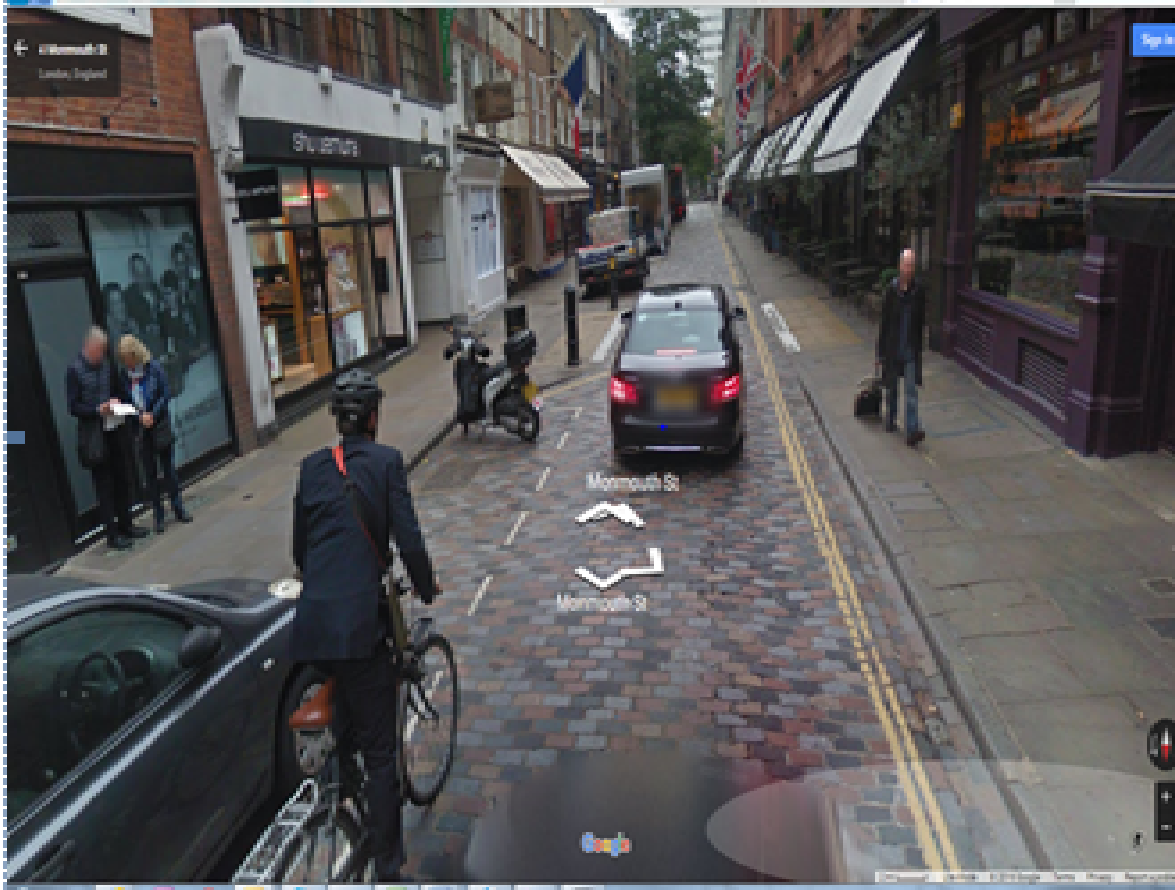


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Shopfront

Site photos – 6 Monmouth Street (2015/7004/P & 2016/0183/A)



Streetviews from google maps

Delegated Report		Analysis sheet	Expiry Date:	01/03/2016
(Members Briefing)		N/A / attached	Consultation Expiry Date:	04/02/2016
Officer			Application Number(s)	
Oluwaseyi Enirayetan			2015/7004/P 2016/0183/A	
Application Address			Drawing Numbers	
6 Monmouth Street London WC2H 9HB			Refer to Draft Decision Notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
A: 2015/7004/P - Installation of a new shopfront B: 2016/0183/A - Display of one externally illuminated fascia sign				
Recommendation(s):		Grant Planning Permission Grant Advertisement Consent		
Application Type:		Full Planning Permission Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	2	No. of responses	02	No. of objections	01
			No. Electronic	00		
Summary of consultation responses:	Neighbours were consulted by letter, a site notice was placed outside the property on the 14 th January 2016 for three weeks and a press notice was published on the 14 th January 2016.					
CAAC/Local groups* comments: *Please Specify	Bloomsbury CAAC - Objects <i>Existing front door and shopfront window solid with features and mouldings, and timber fabric – prefers repairs only</i> Officer Response: Please see design section below					

Site Description

The proposal relates to a commercial premise on the west side of Monmouth Street. The site is situated on the ground floor with a hotel situated above. The building is not listed, however, the site is located within the Seven Dials (Covent Garden) Conservation Area. The commercial unit is not mentioned as a shopfront of merit, but the building is deemed as making a positive contribution to the conservation area in the Seven Dials Conservation Area Statement.

Relevant History

NONE

Relevant policies

NPPF 2012

London plan March 2015 (Consolidated with alterations since 2011)

LDF Core Strategy

CS5 – Managing the impact of growth and development

CS14 - Promoting high quality places and conserving our heritage;

Development Policies

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 1 (CPG) 'Design'

Seven Dials (Covent Garden) Conservation Area Appraisal and Management Strategy(1998)

Assessment

1. Proposal:

- Installation of new shopfront
- Display of externally illuminated sign

2. Assessment

Design/ Impact on the Conservation Area

2.1 Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

2.2 CPG1 Design section 7.1 states 'Well designed shopfronts increase the attractiveness of a building and the local area and can have an impact on commercial success by increasing the attraction of shops and shopping centres to customers. This is particularly important in town centres and the character and appearance of where conservation area and listed buildings'

2.3 The Seven Dials Conservation Area Appraisal and Management (1998) does not specifically make mention of the commercial unit in its statement, but states the Hotel (beneath which the premise is located) is deemed as making a positive contribution to the conservation area, but the premise is not mentioned as a shopfront of merit.

2.4 The proposed works comprise alterations to the shopfront. There are five small panels and a large boxed signage sitting on the entablature which covers the pilaster and cornice features. It is proposed to remove the un-proportioned and unattractive boxed sign, which will enable the restoration of the cornice and fascia features to create a shopfront that is more in keeping with the streetscene and conservation area.

2.5 The entrance door is solid with glass panels and is recessed. It was initially proposed to have metal framed clear glass door. Revisions were later received to have a timber framed door and glass panel which is more sympathetic with the surrounding area. The mouldings around the entrance door would be retained under the proposals.

2.6 The ground floors of surrounding area comprise a mix of commercial units with similar features and designs along the street. In the context of the surrounding architectural styles of the ground floor facades, the proposal would not be out of character, and is considered to preserve the appearance of the host and adjacent buildings, the streetscape and the conservation area.

2.7 As such, the proposed development is in general accordance with policies CS5, CS7 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies.

2.8 The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 56 -68 and 126-141 of the National Planning Policy Framework.

3 Advert

3.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the

Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

3.2 The sign does not obscure any architectural features of the building, rather it enhances it and is considered acceptable in terms of proportion and design. It is the preferred method of illumination in conservation areas in line with Camden Planning Guidance. It is not considered that the sign would be obtrusive in the street scene or disturb residents or occupiers.

Public Safety

3.3 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation: Grant permission and Grant Advertisement Consent

DISCLAIMER

Decision route to be decided by nominated members on 15th February 2016. For further information please go to www.camden.gov.uk and search for 'members briefing'

Mr Ryuta Hirayama
Jonathan Tuckey Design
44 Pall Mall Deposit
124-128 Barlby Road
London
W10 6BL

Application Ref: **2015/7004/P**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

9 February 2016

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
6 Monmouth Street
London
WC2H 9HB

DECISION

Proposal:
Installation of a new shopfront

Drawing Nos: Site location plan (JTD_0176_02_001); JTD_0176_02_(002, 003, 004REVB); Design and Access Statement REV A dated 14th December 2015 prepared by Jonathan Tuckey Design.

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).

Director of Culture & Environment



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans Site location plan (JTD_0176_02_001); JTD_0176_02_(002, 003, 004REVB); Design and Access Statement REV A dated 14th December 2015 prepared by Jonathan Tuckey Design.

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

- 3 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 policy DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

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

DRAFT

DECISION

Jonathan Tuckey Design
44 Pall Mall Deposit
124-128 Barlby Road
London
W10 6BLApplication Ref: **2016/0183/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

9 February 2016

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent GrantedAddress:
6 Monmouth Street
London
WC2H 9HB**DECISION**

Proposal:

Display of one externally illuminated fascia sign

Drawing Nos: Site location plan (JTD_0176_02_001); JTD_0176_02_(002, 003, 004REVB); Design and Access Statement REV A dated 14th December 2015 prepared by Jonathan Tuckey Design.

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

Director of Culture & Environment



- (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.

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