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| Delegated Report | | | Expiry Date: | 19/05/2010 |
| Officer | | | Application Number(s) | |
| Angela Ryan | | | 07/05/2015 | |
| Application Address | | | Application Type: | |
| 29 Monmouth Street, London, WC2H 9DD | | | Advertisement Consent | |
| 1st Signature | 2nd Signature (If refusal) | Conservation | Recommendation(s): | |
| | | | Refuse Advertisement Consent | |
| Proposal(s) | | | | |
| Display of 1x fascia sign & 1x (internally illuminated) projecting sign with installation of 2x LCD media screens to shop windows. | | | | |
| Consultations | | | | |
| Summary of consultation responses: | | | | |
| Site Description | | | | |
| <p>The application site comprises a three storey building (plus attic) building located on the east side of Monmouth street. The ground floor is currently in use for a cosmetics retail shop and the upper floors appear to be in mixed office/residential usage. The site adjoins a statutory grade II listed building at no. 27 Monmouth Street.</p> <p>The site is not listed but lies within the Seven Dials conservation area,.</p> | | | | |
| Relevant History | | | | |
| 08/04/1999- consent refused with warning of prosecution for the continued display of externally illuminated projecting sign (Ref: AS9904091R1) | | | | |
| 07/11/2000- consent refused for the display of externally illuminated projecting box sign and fascia sign (ASX0004673) | | | | |
| 08/10/2003- Consent granted for the display of externally illuminated projecting sign (Ref: 2003/1687/A) | | | | |
| Relevant policies | | | | |
| LDF Core Strategy and Development Policies | | | | |
| Core Strategy: | | | | |
| CS5 – Managing the impact of growth | | | | |
| 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

Town and Country Planning (Control of Advertisements) (England) Regulations 2007(as amended)

Camden Planning Guidance 2013:

CPG1-Design Chapter 8 (Advertisement, signs and hoardings)

London Plan 2016

NPPF 2012

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

Proposal

The application relates to the display of 1x fascia sign & 1x (internally illuminated) projecting sign with installation of 2x LCD media screens to shop windows.

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

Paragraph 079 of the NPPF guidance states that it is a matter of interpretation by the local planning authority (and the Secretary of State) as it applies in any particular case. In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

Paragraph 8.9 of CPG1 (Advertisements Signs and Hoardings) states that advertisements in conservation areas and on or near listed buildings require detailed consideration due to the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Core policy CS14 advocates for development that seeks to preserve or enhance the character and appearance of conservation areas. This is supported by development policy DP25 which states that in order to maintain the character of Camden’s conservation areas, the Council will only permit development within conservation area that preserves and enhances the special character and/or appearance of the area.

DP24 requires all developments to be of the highest standard of design and to consider the character setting context and form and scale of neighbouring buildings and its contribution to the public realm, and its impact on wider views and vistas.

Whilst the Council would not raise any objections in terms of the proposed fascia sign, the illuminated advertisements are considered to be unacceptable in principle. The proposed illuminated advertisements would be highly visible from Monmouth Street in local and longer views due their size, location, projection and illumination. It is considered that the size and siting of the proposed illuminated adverts on the shopfront and in the shop window would be unduly dominant, and are not

considered to be an appropriate feature in relation to the traditional shopfront, the setting of the adjoining listed building and in the existing townscape. As such it is considered that the proposed illuminated advertisements by reason of their design, size and location would be out of keeping in relation to the immediate site context and would therefore fail to preserve or enhance the character and appearance of the Seven Dials Conservation Area, and would also detract from the setting of the adjoining grade II listed building at no. 27 Monmouth Street.

Public Safety

It is considered that the proposed advertisements would not give rise to any public safety issues in terms of distracting road users or impinging pedestrian flows along Monmouth Street.

Recommendation

The proposed illuminated advertisements are considered to be contrary to policies CS14, DP24 and DP25 of the Local Development Framework and the application is therefore recommended for a refusal.