

CC/P6696
02 May 2017

Planning Department
London Borough of Camden
Town Hall
Argyle Street
London
WC1H 8ND

Planning Portal Ref: PP-06029361 (Advertisement)
Planning Portal Ref: PP-06035346 (Listed Building Consent)

Dear Sirs

69-71 Monmouth Street, London, WC2
Advertisement and Listed Building application for the display of one non-illuminated hanging sign at first floor level on the front elevation of 69-71 Monmouth Street.

On behalf of our client Shaftesbury Covent Garden Ltd, we write in support of an advertisement and listed building application to display one non-illuminated hanging signs on the front elevation of 69-71 Monmouth Street at first floor level. The requisite fee of £110 has been submitted to the Council online.

Site Location and Existing Use

The property is located along the eastern side of Monmouth Street. The property comprises of four storeys, including retail at ground floor level and residential on the first, second and third floors. The property is Grade II Listed and is also located within the Seven Dials Conservation Area. The application relates solely to the first floor front elevation of the building.

Proposal

The application seeks advertisement and listed building consent for the installation of one hanging signs at the front elevation of the property. The bracket will be constructed of wrought iron and has an attractive ornate design which will complement and enhance the surrounding characteristics of the Conservation Area. The hanging sign will be constructed of block board and will be decorated by the incoming tenants. The signage will not be illuminated.

The proposed sign will project approximately 1500mm from the property's façade and will be located

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at first floor height. The sign will be approximately 3.6m from the base of the sign to ground level. the signs width will not project beyond the width of the footpath below. Please refer to the submitted application drawings for further details. All brackets used will be safely secured the property, with each bolted onto the existing brick façade with four RAWL bolts. The sign will be made from 25mm block board with 2mm steel lipping, giving a finished overall size of 1000x600mm.

The hanging sign is located slightly above the shop fascia. This is considered to be the only position where the bracket can securely be fixed to the building. We can confirm that the sign will carefully be affixed to the Listed Building using only four bolts which will not impact upon the buildings special historic interest. The sign will be located above the respective retail entrance on the right hand side of the property.

It is confirmed that proposed signage and location at first floor level mirrors that of signage previously approved and installed by Shaftesbury across the Estate, including Monmouth Street, Earham Street and Neal Street.

Policy Considerations

The Council recognises that advertisements and signs are important to the vitality and function of retail areas. The principle of hanging signage is well established in the area and the addition of the hanging sign on these properties is believed to be entirely acceptable giving consideration to both signage detail and design.

The Seven Dials Conservation Area Statement stipulated that 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... Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally".

It is considered that the proposed signs will positively integrate with the form, fabric, design and scale of the building and the materials proposed are sympathetic to the building's Grade II Listing and those adjacent properties. The signage is reflective of those historic and traditional advertisements consented within the local area which preserves and enhances the character and appearance of the surrounding conservation area. The signage has been situated to ensure pedestrian views and flows remain unaltered.

It is considered that the proposed signs are in accordance and supportive of local Development Policies DP10 (Helping and Promoting Small Independent Shops); DP24 (Securing High Quality Design); DP25 (Conserving Camden's Heritage) and DP30 (Shopfronts). Further, the proposed sign has taken special consideration of the Council's advertisement guidance outlined within CPG1 – Design.

Conclusion

The proposed non-illuminated hanging signage is considered to complement and enhance the appearance of the Grade II Listed building and would make a positive contribution to the character and appearance of the conservation area. The advertisements include a traditional wrought iron bracket which will be discreetly fixed the existing elevation at first floor level. It is considered that the proposals are consistent with and supported by the Council's planning policies and planning

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guidance.

Yours faithfully

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For and on behalf of
Rolfe Judd Planning Limited

cc