

Monmouth Planning Ltd

Planning Portal Reference: Pp-06124608
Our ref: SIM.32.3

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5th June 2017

London Borough of Camden
2nd Floor
5 Pancras Square
c/o Town Hall
Judd Street
London
WC1H 9JE

Dear Sir/Madam

Town and country Planning (Control of Advertisements) (England) Regulations 2007
102 Southampton Row London Wc1
Planning application and Advertisement Consent Application

On behalf of our client Simit Sarayi Construction Ltd we write in support of the planning application and advertisement application submitted via the planning portal in respect of the above site.

We enclose with this application package the following documents;

- Site location plan;
- Existing and proposed drawings; and
- Application form.

The Site

102 Southampton Row is located on the west side of Southampton Row. The application site comprises the ground floor unit which was previously occupied by Pret A Manger.

The building is not listed nor is it located within a conservation area.

Relevant Planning history

Planning permission (LPA ref – 2008/0236/A) granted on 14 April 2008 for the retention of an internally illuminated fascia sign, projecting sign and awnings to the retail unit (Class A1).

Advertisement consent (LP ref – 2016/4543/A) refused in January 2017 for the display of an internally illuminated fascia sign with return down the right-hand side of the shopfront and an internally illuminated projecting sign (retrospective)

VAT REGISTRATION NUMBER: 203 0372 68

Monmouth Planning Ltd is a limited liability partnership registered in England & Wales under number 9306223. A list of directors is available for inspection at our registered office at 38a Monmouth Street, London WC2H 9EP.

Background/Proposal

Advertisement consent was refused in January 2017 for the display of internally illuminated fascia and hanging signs. At the time of the application the Council advised that the proposals were unacceptable for the following reasons:

- The illuminated fascia sign with the return down along the right die of the glazing is unacceptable;
- The fascia sign should not obscure or damage existing architectural features of the building;
- The size of the lettering is too large;
- Projecting sign is too bulky and large.

Following the comments received the proposals have been amended to respond to the above comments. The proposals have been amended so that the signage is located at fascia level only, the thickness of the signage lettering has been reduced and the hanging sign has been reduced in size and will be fixed to the building with a bracket.

The shopfront alterations include minor changes to the frontage to provide glazed sliding doors.

Planning policy considerations

The signage has been designed to high stand using high quality materials and are considered to provide a high-quality design and appearance. The proposals will be in accordance with CPG1 (Design) which states that *"Advertisements in conservation areas and on or near listed buildings require detailed consideration given 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 and appearance and must not obscure or damage specific architectural features of buildings. Advertisements will only be acceptable at fascia level. Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment"*

"Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the building as little as possible". The fascia has been reduced to be of a suitable size and proportion in relation to the host building and has been designed so that it does not extend above the cornice or below the capital so as to respect the overall balance and proportions of the shopfront and the parade.

Overall it is considered that the proposals will enhance the visual amenity of the local area and will not harm highway safety. We therefore considered that the location, size and illumination of the signs broadly comply with the Council's Development Policies DP24 and DP30 and the Council's guidelines for advertisements and signs and do not consider that the proposals will cause any foreseeable adverse effect on public safety.

Based on the above we trust the Council will agree that the alterations to the shopfront and the display of new internally illuminated signage is acceptable and look forward to receiving speedy and positive decision.

Monmouth Planning Ltd

However, should you require any further information or wish to discuss any of the enclosures or arrange site visit please do not hesitate to contact us.

Yours faithfully

A solid black rectangular box used to redact a signature.

On behalf of
Monmouth Planning Ltd
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