

Rolfe Judd Planning
Rolfe Judd Planning
Old Church Court
Claylands Road
Oval
London
SW8 1NZ

Application Ref: **2017/2572/A**
Please ask for: **Evelyn Jones**
Telephone: 020 7974 **2783**

20 June 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
73-75 Monmouth Street LONDON WC2H 9DG

Proposal:
Display of 1 x non-illuminated hanging sign.
Drawing Nos: EO30, EO31, PO31, PO32 - A

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.

Informative(s):

- 1 Reason for granting advertisement consent:

This proposal is for the display of one non-illuminated hanging sign at first floor level on the front elevation of 73-75 Monmouth Street.

The Town and Country Planning (Control of Advertisements) Regulations 2007 states that in deciding whether or not to approve an application for advertisement consent, the local planning authority may only consider the issues of amenity and public safety. In doing so, the National Planning Policy Framework (NPPF) and the Camden LDF is relevant.

The NPPF states that poorly placed advertisement can have a negative impact on the appearance of the built environment. These policies are reflected in supplementary guidance CPG1 (Chapter 8). CPG1 states that advertisements should respect the character of the existing building, its surroundings and the fabric of the building.

As the site is located within the Seven Dials Conservation Area, detailed consideration should be given to its sensitivity and the historic nature of the area. The proposal is considered as an appropriate feature as it would preserve heritage assets and enhance the local character and appearance of the Conservation Area.

The proposed hanging sign would be in keeping with the commercial identity of the street and appearance of the area. It will not impact on the amenity, environment or quality of life of the local communities.

Given its design and the siting at 3.1m above the ground, and the proposed sign is not illuminated, it is considered the sign is positioned in such a way that will not create any highway safety issues and would not be harmful to the amenity of nearby residents.

The planning and appeal history of the site has been taken into account when coming to this decision. One comment was received and duly taken into account.

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies, and policies A1, D1, D2 and D4 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with the London Plan [March 2015], consolidated with alterations since 2011, and the National Planning Policy Framework

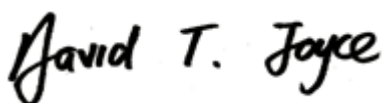
- 2 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce

Director of Regeneration and Planning