

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

Application Ref: **2017/2573/L**  
Please ask for: **Evelyn Jones**  
Telephone: 020 7974 **2783**

27 June 2017

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**61-63 Monmouth Street**  
**LONDON**  
**WC2H 9DG**

Proposal:  
Addition of 2no hanging signs above fascia level.  
Drawing Nos: EO10, EO11, PO11, PO12 A, PO13 A

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

#### Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 All new work and work of making good shall be carried out to match the original work as closely as possible in materials and detailed execution.



Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reason for granting listed building consent:

The proposal is for the display of two non-illuminated hanging signs with wrought iron bracket and ornate design at first floor level on the front elevation of 61-63 Monmouth Street. The proposed signs will project approximately 1.5m from the façade of the building; not beyond the width of the pavement and sit 3.6m (Section A) and 3.5m (Section B) from ground level. The brackets would be located at the first floor level and would display a 1000 x 600 x 65mm non-illuminated hanging block board sign.

The site is located in the Seven Dials (Covent Garden) Conservation Area and the building is grade II listed. 61 Monmouth Street, a terraced house, now shop and offices, 1699, built by S Chase, altered early C19. 63 Monmouth Street, a terraced house, now a shop and offices, late C17, altered mid-C19. Both were restored and integrated within the phase 3 of the Terry Farrell development 1989-91.

The proposal is considered to be acceptable, as the brackets and signs are similar to many which have recently approved in other locations along Monmouth Street, most of which are sitting at first floor level and have decorative black finished brackets. In addition, regarding others within the street and the width of the footpath, it is considered that the overall size of the signs will not harm the setting of the listed building or the Conservation Area.

Paragraph 132 of the National Planning Policy Framework (NPPF) indicates that when considering the impact of a proposed development upon the significance of a designated heritage asset, significant weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification. As stated above, given the location and minor nature of the proposed works they are not judged to be harmful to the special interest of the listed building.

The Enterprise and Regulatory Reform Act (ERR) 2013 have attached special regard to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest, which it possesses under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended.

Public consultation was undertaken by placement of a press notice and site notice, whereby one response was received. The site's planning history was taken into account when coming to this decision.

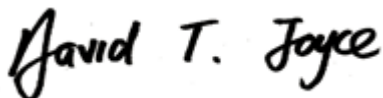
As such, the proposal is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policy DP25 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the London Plan 2015, 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.

You can find advice about 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