

Mr William Burges  
31/44 Architects  
102  
E1 Studios  
7 Whitechapel Road  
London  
E1 1DU

Application Ref: **2017/6047/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

8 January 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**75 Monmouth Street**  
**LONDON**  
**WC2H 9DG**

Proposal:  
Display of a non-illuminated hanging sign with bracket to the right hand corner of Monmouth Street elevation at first floor level.

Drawing Nos: Letter dated 21/12/2017; 002; 109; 111.

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 permission:

The proposed non-illuminated hanging sign is to be displayed above ground floor level and to the right hand side of the elevation. CPG1 (Design) states that properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage.

The proposal is therefore considered to be acceptable in terms of its size, design, location and method of illumination. It would preserve the character and appearance of the host building, the streetscape and the Conservation Area, and would not harm the setting of surrounding listed buildings.

The suitability of the proposal is based on the understanding and in agreement with the applicant that the approval for the non-illuminated hanging sign to be displayed above ground floor level to the left hand side of the elevation of No75 under application reference: 2017/2572/A is not to be implemented. The Council would not otherwise support having 2no projecting sign on a small shopfront.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision. No comments were received following the statutory consultations.

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

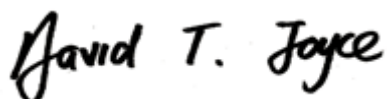
As such, the proposed development is in general accordance with policies A1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

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