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**From:** [REDACTED]  
**Sent:** 15 May 2019 21:42  
**To:** Dempsey, Matthew  
**Cc:** Planning  
**Subject:** Covent Garden Community Association (CGCA) objection to application ref. 2019/2081/A

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Matthew,

[Re. application ref. 2019/2081/A - Display of 2 x non-illuminated projecting signs at first floor level between living room windows in Monmouth Street.](#)

Please find below our objection as submitted earlier, and a photo which we are not yet able to upload to the Planning Portal. (We have asked Dawn Allott to liaise with IT to reinstate the upload function to save us all extra work!)

Do you have any views on this issue of Rolfe Judd (for Shaftesbury) making applications 'for consent to display an advertisement' for signs that involve large permanent iron and wood fixtures in the Conservation Area? This is not a topic on which we have expertise, but we have noticed quite a lot of these recently and it just doesn't seem right that they are not proper planning applications. We would appreciate your feedback.

Also, how can we find what parts of Camden are designated as 'Areas of Special Control of Advertisements'?

Sorry to send you these queries, but we think that we should become a bit more knowledgeable about this subject as we are seeing so many similar applications.

With good wishes,  
• Amanda.

*Amanda Rigby  
(Voluntary) Vice Chair and Exec. Member for Seven Dials  
Covent Garden Community Association*



  
COVENT GARDEN COMMUNITY ASSOCIATION  
Charity number 274468

42 Earlham Street, London WC2H 9JA





Covent Garden Community Association (CGCA) objects to this application on the grounds of the high, first floor position creating visual obstruction leading to loss of residential amenity.

We also object to the application being made as an 'Application for consent to display an advertisement(s)'. In this case, the application involves installing permanent, large iron support brackets and permanent wooden signs. Such work surely requires a full planning application in the Seven Dials Conservation Area?

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In terms of visual obstruction, as you can see from the attached photograph, each of the two brackets would be positioned between two residential windows. Of the four affected residential windows, two are French windows with Juliet balconies. The brackets and signs would be literally 'in the face' of residents using these amenities. There are no other signs on Monmouth Streets positioned outside balconied windows in this way.

We support the use of hanging signs, but not at this height outside residents' balconied windows. The brackets need to be positioned much lower, and probably be smaller, so that the signs are hanging over the shop fascias, but not too close over the heads of passers-by. This would accord with the CPG – Design section on Projecting and hanging signs 6.30 ("Projecting and hanging signs should normally be level with the fascia rather than below or above it. They should be positioned to the side of the shopfront at fascia level") and 6.31 ("Signs at upper floor levels will be discouraged").

Please ask the applicant to amend the application accordingly.

It is also worth noting that, because the application has been made under Advertisement consent, no notice has been posted on the street. We have just found out that the residents of the affected buildings do not yet know about it. The residents are, as far as we know, private leaseholders. Please re-classify this application as a Full Planning Application so that there is informed opportunity to comment.

ENDS

