

Application ref: 2019/3054/A
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Design LSM
93
Islingword Road
BRIGHTON
BN2 9SJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

1 Monmouth Street
London
WC2H 9DA

Proposal:

Display of 2x externally illuminated projecting signs, 3x internally illuminated menu boxes, 4x non-illuminated fascia signs within existing recesses and 1x externally illuminated sign in existing recess of front fascia with Tivoli style festoon lighting to perimeter of front fascia sign.
Drawing Nos: Site Location Plan 01-02; 10-01; 10-02 and 10-03;

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:

This application seeks advertisement consent for the display of 2x externally illuminated projecting signs, 3x internally illuminated menu boxes, 4x non-illuminated fascia signs within existing recesses and 1x externally illuminated sign in existing recess of front fascia with Tivoli style festoon lighting to perimeter of front fascia sign.

The proposed projecting signs will be made of white tiles with black and red tiled inset logo with a metal framework and bracket made of blackened steel and installed on the ground level on either side of the northern elevation of the building. The projecting signs will be externally illuminated by concealed LED strip lights in the base of the frame at 200 cd/m².

The proposed menu boxes will be made of Aluminium and painted black and installed on the ground level on eastern, northern and western elevation of the building respectively. The menu boxes will be internally illuminated at 200 cd/m².

The proposed fascia signs will be made of tile panels with black vinyl letterings and a blackened steel frame. The fascia signs will be installed within the existing fascia recess on the ground level on the eastern and western elevation of the building and will be non-illuminated.

The proposed front fascia sign will be made of tile panel with black and red vinyl letterings and a blackened steel frame. The fascia signs will be installed within the existing fascia recess on the ground level on the northern elevation of the building and will be externally illuminated by concealed LED strip lights in the base of the frame at 200 cd/m2. On the perimeter and surrounding this fascia sign, a Tivoli style festoon lights mounted on a green powder-coated framework will be installed and illuminated at 200 cd/m2.

Given that the application site is within the busy central London area and surrounded by commercial units, the signs are considered to be acceptable in design and the colour palette and materials are in keeping with the character and appearance of the host building and site context and would not create or contribute to visual and physical clutter. The sign accord with the parameters set out in the approved signage strategy.

It is not considered that the proposed advertisement would cause undue harm to amenity and neither is it considered that the proposed advertisement would cause harm to public safety, including the safety of persons using the adjacent highways or hinder movement along the pavement or pedestrian footway.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

The proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the provisions of the National Planning Policy Framework 2019.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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, appearing to read 'DPope', written in a cursive style.

Daniel Pope
Chief Planning Officer