

MR/P7908
16th September 2020

Planning Department
London Borough of Camden
Town Hall
Argyle Street
London
WC1H 8ND

Dear Sir/Madam

55 Monmouth Street, London, WC2H 9DG

Application for advertisement and listed building consent for the display of one non-illuminated hanging sign at first floor level on the front elevation of 55 Monmouth Street

Planning Portal Ref: PP-09074553 (Advertisement) and PP-09074660 (Listed Building Consent)

On behalf of our client Shaftesbury Covent Garden Ltd, we write in support of an application for advertisement and listed building consent to display one non-illuminated hanging sign on the front elevation of 55 Monmouth Street at first floor level.

The application has been submitted electronically online via the Planning Portal along with the following documents for the Council's consideration:

- Application Forms – *prepared by Rolfe Judd Planning*
- Site Location Plan – *prepared by Fresson & Tee*
 - 24808 SLP-01
- Existing & Proposed Drawings – *prepared by Fresson & Tee*
 - 24808 01E – Elevation & Section As Existing;
 - 24808 01P – Elevation & Section As Proposed;
 - 24808 02P – Signage Details As Proposed.

The requisite fee of £132.00 has been submitted to the Council online.

Site Location and Existing Use

This application relates to the first floor of 55 Monmouth Street. The building's basement and ground floors are currently in retail use with the upper floors in office use (recently consented for residential use).

The site forms part of an extensive redevelopment scheme by architect Sir Terry Farrell during the 1970's and 1980's which was collectively known as Comyn Ching Court. This includes the triangular site with all buildings bounded by Shelton Street, Mercer Street and Monmouth Street.

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The building is Grade II Listed and is located within the Seven Dials (Covent Garden) Conservation Area. Historic England provides a full and detailed description for the premises, however in summary, the description notes:

“53-59 Monmouth Street, a terrace of C18 houses and C19 houses, restored and in part remodelled 1983-5 by the Terry Farrell Partnership as part of the regeneration of Comyn Ching Triangle, are listed at Grade II”.

As part of the former redevelopment works (Terry Farrell Scheme), much of the original buildings were stripped back (or façades simply retained) and rebuilt using a traditional method with interjections of postmodern design. The original historic brick party walls have been retained and incorporated within new residential and office layouts.

Relevant Planning History

53-55 Monmouth Street itself has been subject to a number of recent applications:

- 2020/1248/L - “Installation of non-opening external rear door at ground floor level” - Approved 15th April 2020
- 2020/0406/P - “Installation of non-opening external rear door at ground floor level” - Approved 15th April 2020
- 2019/1646/P - “*Change of use of first, second and third floors from office (Class B1a) to residential to provide 2x 2bedroom maisonettes (in association with planning application ref: 2019/1294/P)*” - Approved 16th January 2020
- 2019/1710/L - “*Internal alterations to first, second and third floor level of building.*” - Approved 16th January 2020

The most recent applications (2020/1248/L and 2020/0406/P) are currently being implemented and are expected to be completed in October 2020.

It should be noted that similar signage has been approved across the Seven Dials Conservation Area, most recently at 31-33 Monmouth Street (reference 2019/2081/A).

Proposal

The application seeks advertisement and listed building consent for the installation of a hanging sign at the front elevation of the property. The bracket will be constructed of wrought iron and has an attractive ornate design which will complement and enhance the surrounding characteristics of the Conservation Area. The hanging sign will be constructed of block board and will be decorated by the incoming tenants. The signage will not be illuminated.

The proposed signage will project approximately 1500mm from the property’s façade and will be located at first floor height. The sign will be approximately 3.1m from the base of the sign to ground level. The width of the proposed signs will not project beyond the width of the footpath below. All brackets used will be safely secured the property, with each bolted onto the existing brick façade with four stainless steel bolts as agreed between the contractor and structural engineer. The sign will be made from 25mm block board with 2mm steel lipping, giving a finished overall size of 1000x600mm.

The hanging sign is located slightly above the shop fascia to the middle of the property. This is

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considered to be the only position where the bracket can securely be fixed to the building and is in keeping with the existing signage at 53 (reference 2011/4405/L and 2011/4406/A) and 57 Monmouth Street adjacent.

Please refer to the submitted application drawings for further details.

Policy Considerations

The Council recognises that advertisements and signs are important to the vitality and function of retail areas. The principle of hanging signage is well established in the area and the addition the hanging sign on these properties is believed to be entirely acceptable giving consideration to both signage detail and design.

The Seven Dials Conservation Area Statement stipulated that signage should be:

“...appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings... Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally”.

It is considered that the proposed signs will positively integrate with the form, fabric, design and scale of the building and the materials proposed are sympathetic to the existing building and those adjacent properties. The signage is reflective of those historic and traditional advertisements consented within the local area which preserves and enhances the character and appearance of the surrounding conservation area. The signage has been situated to ensure pedestrian views and flows remain unaltered and would not comprise highway's safety

It is considered that the proposed sign is in accordance with and supported by local Development Policies D1 (Design); D2 (Heritage); D3 (Shopfronts) and D4 (Advertisements). Further, the proposed sign has taken consideration of the Council's advertisement guidance outlined within CPG – Advertisements and CPG – Design.

Conclusion

The proposed non-illuminated hanging signage is considered to complement and enhance the appearance of the existing building and would make a positive contribution to the character and appearance of the conservation area. The advertisements include a traditional wrought iron bracket which will be discreetly fixed the existing elevation at first floor level. It is considered that the proposals are consistent with and supported by the Council's planning policies and planning guidance.

We trust the Council has sufficient information to determine this application and we look forward to a swift and positive outcome. However, should you require any further information or would like to arrange a site visit, please do not hesitate to contact the undersigned.

Yours faithfully

Mark Rattue

For and on behalf of
Rolfe Judd Planning Limited