

Application ref: 2019/5438/A
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Evolve Architecture
Unit 200 Right Hand Side
Parkway
Weston-Super-Mare
BS22 6WA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**11 Monmouth Street
London
WC2H 9EQ**

Proposal:

Display of 1x externally-illuminated fascia sign and 1x externally-illuminated projecting sign to the shopfront.

Drawing Nos: 86203-001-01, 86203-001-02 and 86203-001-03 Rev A

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 Reasons for granting consent:

This application seeks advertisement consent for the display of 1x externally-illuminated fascia sign and 1x externally-illuminated projecting sign to the shopfront.

The proposed fascia signs will be installed on the shopfront and made of brass and timber. The sign will have individual black powder-coated brass letterings on the timber fascia panel. The fascia sign will be externally illuminated by concealed LED strip light to the width of the letterings at 200 cd/m².

The proposed projecting sign will be circular in shape and made of metal. The sign will be installed perpendicularly to the right hand side of the shopfront beneath the fascia. The signs will have a white logo on a green background. The sign will have a diameter of 440mm and externally illuminated by black concealed LED strip at 200 cd/m².

Given that the application site is within the 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.

As such, 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.

- 2 This consent relates to the display of 1x fascia sign and 1x projecting sign only and does not grant permission for the alterations to shopfront as shown on drawing No: 86203-001-03 Rev A.

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
Director of Economy, Regeneration and Investment