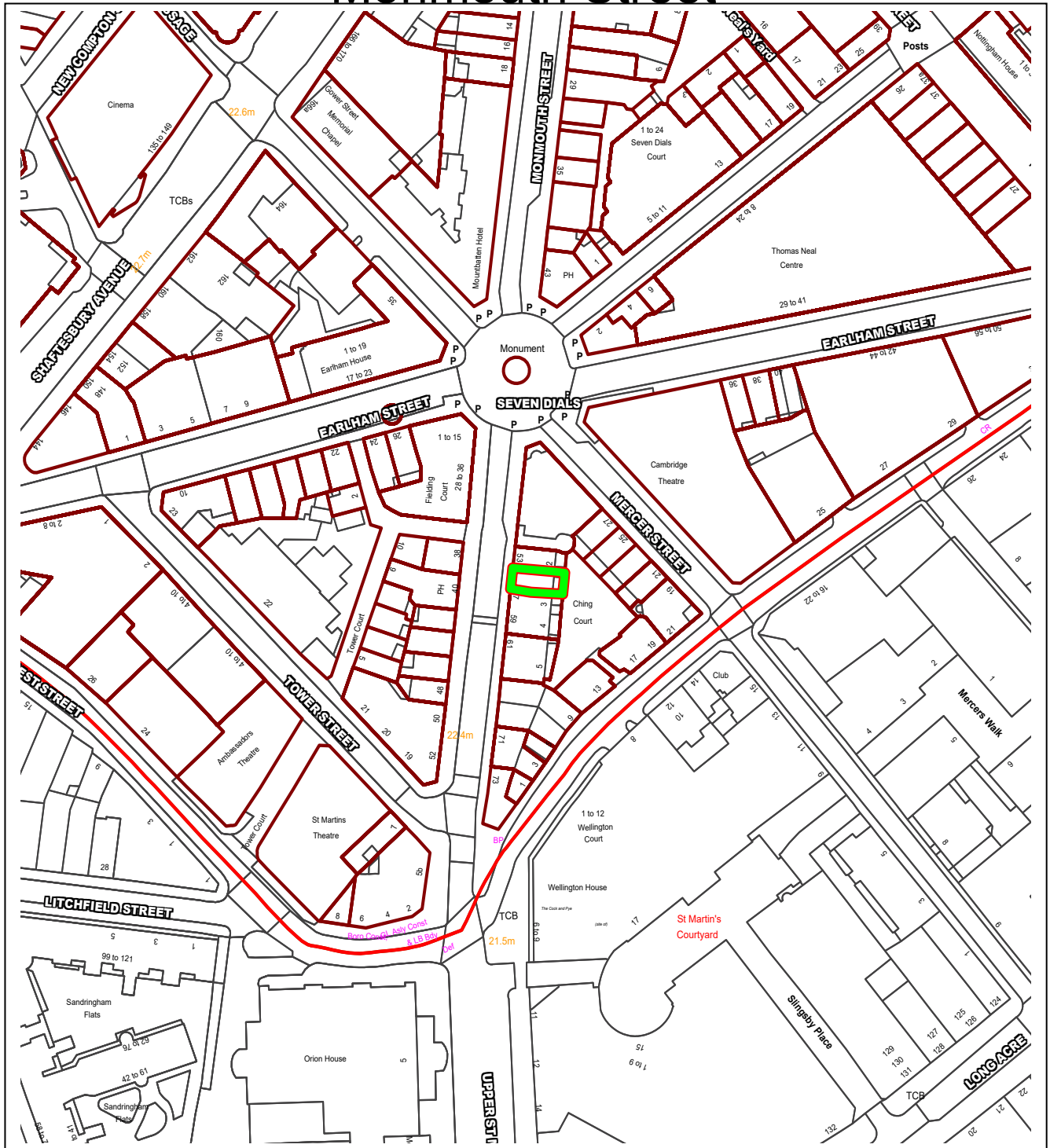


# 2020/4257/A & 2020/4253/L – 55

## Monmouth Street



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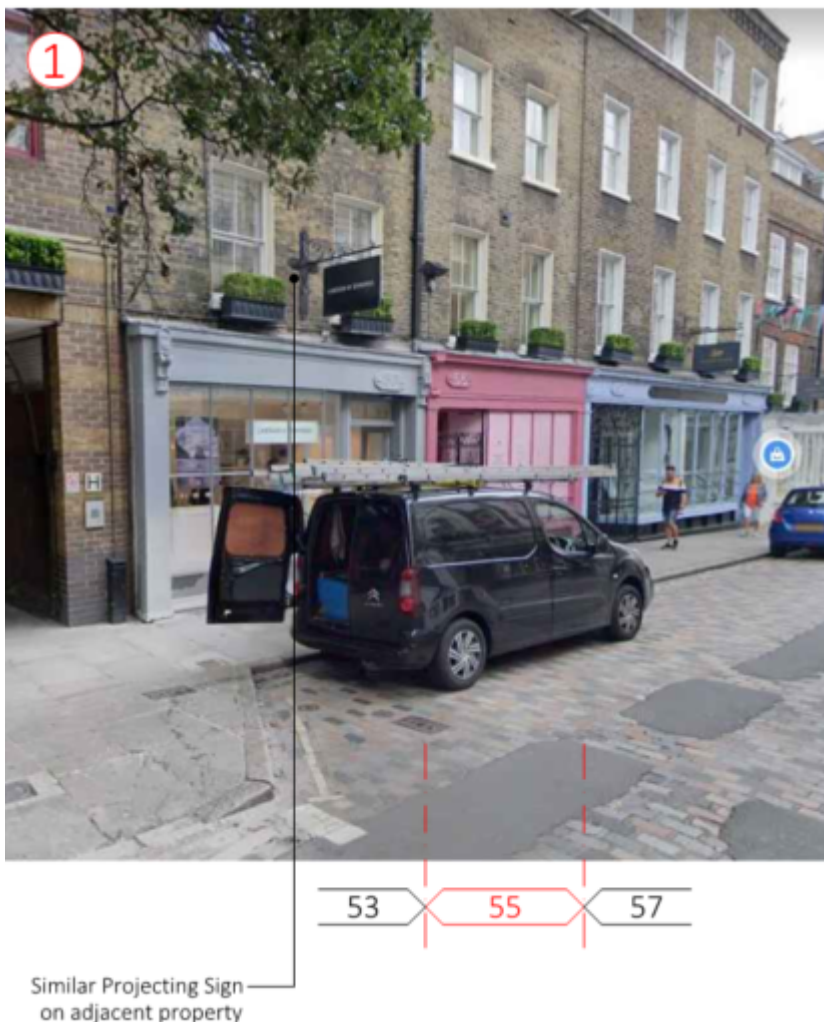


Photo 1 (above): View of front of site and similar high-level projecting signs to neighbouring properties Nos. 53 and 57 looking south-east



Photo 2 (above): Face-on view of front of site and similar high-level projecting signs to neighbouring properties Nos. 53 and 57





Photo 3 (above): View of front of site and similar high-level projecting signs to neighbouring properties Nos. 53 and 57 looking north-east



Photo 4 (above): Close-up view of existing projecting signs at Nos. 53 and 57 and location of proposed projecting sign at No. 55 looking south-east



Photo 5 (above): View of Monmouth Street looking south from junction with Tower Court, showing existing similar projecting signs highlighted

<b>Delegated Report (Members Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>	12/11/2020
		N/A		<b>Consultation Expiry Date:</b>	08/11/2020
<b>Officer</b>			<b>Application Number(s)</b>		
Charlotte Meynell			2020/4257/A 2020/4253/L		
<b>Application Address</b>			<b>Drawing Numbers</b>		
55 Monmouth Street London WC2H 9DG			See draft decision notice		
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		
<b>Proposal(s)</b>					
Display of 1 x non-illuminated projecting sign.					
<b>Recommendation(s):</b>		1. Grant Conditional Advertisement Consent 2. Grant Listed Building Consent			
<b>Application Type:</b>		1. Advertisement Consent 2. Listed Building Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice			
Informatives:				
Consultations				
Adjoining Occupiers:	No. of responses	00	No. of objections	00
Summary of consultation responses:	A site notice was displayed on 14/10/2020 and expired on 07/11/2020. A press notice was advertised on 15/10/2020 and expired on 08/11/2020.  No responses were received from neighbouring occupiers.			
Covent Garden Community Association comments:	In response to the proposal, the Covent Garden Community Association objected on the following grounds: <ul style="list-style-type: none"><li>Object to the high, first floor position of the bracket and sign and the size of the sign. These factors will lead to loss of residential amenity; harm the listed building; neither preserve nor enhance the special interest of the Seven Dials Conservation Area. (<i>Officer response: please refer to paragraphs 2.1-2.8 of the report</i>).</li><li>The first floor at this address has until now been in office use. It is in the process of being converted into the main living room of a residential maisonette. The view from both windows will be obstructed by the sign. These windows are the only outlook for the living room and are therefore a valuable amenity for residents who rely on them for light and for a sense of enclosure. None of the properties photographed by the applicant have been in residential use at first floor level to date. (<i>Officer response: please refer to paragraphs 4.1-4.3 of the report</i>).</li><li>Object to the application being for advertisement consent rather than full planning permission. (<i>Officer response: Advertisement consent is the correct application for this type of proposal. Any bracket required to display the proposed hanging sign is ancillary to the proposal and does not require separate full planning permission.</i>)</li></ul>			

### Site Description

The application site is a three storey plus roof extension building located on the eastern side of Monmouth Street. The ground floor is in retail use (Class E) and the first, second and third floors have recently been converted from office use to residential (Class C3) to provide two 2-bedroom maisonettes, through the implementation of planning permission 2019/1646/P and listed building consent 2019/1710/L (see 'Relevant history' section below for further details).

The site is Grade II listed and is situated within the Seven Dials Conservation Area.

### Relevant History

#### 55 Monmouth Street

**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).

**Planning permission granted 16/01/2020**

**2019/1710/L** – Internal alterations to first, second and third floor level of building. **Listed building consent granted 16/01/2020**

#### 53 Monmouth Street – adjacent neighbouring property

**2011/4405/L** – Display of 1x non-illuminated hanging sign at first floor level. **Listed building consent granted 25/10/2011**

**2011/4406/A** – Display of 1x non-illuminated hanging sign at first floor level. **Advertisement consent granted 25/10/2011**

### **Monmouth Street Advertisements**

#### **31-33 Monmouth Street**

**2019/2081/A** – Display of 2 x non-illuminated projecting signs. **Advertisement consent granted 19/06/2019**

#### **30 Monmouth Street**

**2019/2227/A** – Retrospective permission for the display of 1x externally illuminated fascia sign, 1x externally illuminated projecting signs and 3x replacement awnings. **Advertisement consent granted 22/06/2020**

#### **73 Monmouth Street**

**2017/6526/A** – Display of a non-illuminated hanging sign at first floor level. **Advertisement consent granted 28/12/2017**

#### **75 Monmouth Street**

**2017/6047/A** – Display of a non-illuminated hanging sign with bracket to the right hand corner of Monmouth Street elevation at first floor level. **Advertisement consent granted 08/01/2018**

#### **73-75 Monmouth Street**

**2017/2572/A** – Display of 1 x non-illuminated hanging sign. **Advertisement consent granted 20/06/2017**

#### **60-71 Monmouth Street**

**2017/2571/A** – Display of 1 x non-illuminated hanging sign. **Advertisement consent granted 20/06/2017**

**2017/2574/L** – Display of 1 x non-illuminated hanging sign. **Listed building consent granted 20/06/2017**

#### **61-63 Monmouth Street**

**2017/2570/A** – Display of 2 x non-illuminated hanging signs. **Advertisement consent granted 27/06/2017**

**2017/2573/L** – Addition of 2 no hanging signs above fascia level. **Listed building consent granted 27/06/2017**

#### **40 Monmouth Street**

**2016/6139/A** – Display of externally illuminated fascia and projecting signs and a non-illuminated forecourt barrier. **Advertisement consent granted 10/01/2017**

#### **The Crown, 43 Monmouth Street**

**2016/5012/A** – Display of 3 x externally illuminated fascia and 2 x non-illuminated projecting signs. **Advertisement consent granted 22/12/2016**

**2016/5013/L** – Replacement of existing signage, lanterns and chalkboards. **Listed building consent granted 22/12/2016**

#### **6 Monmouth Street**

**2016/0183/A** – Display of one externally illuminated fascia sign. **Advertisement consent granted 17/02/2016**

#### **48 Monmouth Street**

**2016/0145/A** – Display of non-illuminated fascia and projecting signs. **Advertisement consent granted 03/03/2016**

**2016/0147/L** – Internal refurbishment, repainting of shopfront and display of signage. **Listed building consent granted 03/03/2016**

### **35-37 Monmouth Street**

**2015/3135/A** – Display of externally illuminated fascia sign, non-illuminated projecting sign and an awning, and temporary display of construction hoarding with signage for the duration of 10/08/15 to 30/09/15. **Advertisement consent granted 26/08/2015**

**2015/3069/L** – Display of externally illuminated fascia sign, non-illuminated projecting sign and an awning, replacement of glazing and mullions, replacement of door with fixed glazing and stall riser, raising the window sill, installation of ventilation grill and internal alterations including the installation of partitions and replacement of stairs. **Listed building consent granted 26/08/2015**

### **29 Monmouth Street**

**2015/0992/A** – Display of 1x fascia sign & 1x (internally illuminated) projecting sign with installation of 2x LCD media screens to shop windows. **Advertisement consent refused 11/08/2016**

### **36 Monmouth Street**

**2014/0735/A** – Display of one non-illuminated fascia sign, one non-illuminated hanging sign and canopy advertisements. **Advertisement consent granted 16/04/2014**

### **1 Monmouth Street**

**2012/4279/A** – Installation of three externally illuminated fascia signs, two internally illuminated menu boxes and a projecting sign on Neal Street frontage. **Advertisement consent granted 02/10/2012**

### **39 Monmouth Street**

**2012/4035/A** – Display of 1x non-illuminated hanging sign. **Advertisement consent granted 18/09/2012**

**2012/4111/L** – Erection of bracket to front elevation at first floor level in connection with display of hanging sign. **Listed building consent granted 18/09/2012**

## **Relevant policies**

### **National Planning Policy Framework (2019)**

### **London Plan (2016)**

### **Intend to publish London Plan (2019)**

### **Camden Local Plan (2017)**

A1 Managing the impact of development

D1 Design

D2 Heritage

D3 Shopfronts

D4 Advertisements

### **Camden Planning Guidance**

CPG Adverts (2018)

CPG Amenity (2018)

CPG Design (2018)

CPG Transport (2018)

## **Seven Dials Conservation Area Statement (1998)**

## **Assessment**

### **1.0 Proposal**

1.1 Advertisement consent and listed building consent is sought for the installation of a projecting sign to serve the commercial unit at ground floor level.

1.2 The proposal would involve the installation of a traditionally styled ornamental matt black wrought iron bracket fixing measuring 1.5m in width and 1m in height, to support a timber hanging sign



which would measure 1m in width and 0.6m in height. The hanging sign would not be illuminated.

- 1.3 The proposed bracket would be positioned in the centre of the building at first floor level, above the fascia level. The base of the hanging sign would be approximately 3.4m from ground level.
- 1.4 The proposed timber hanging sign board would be attached to the wrought iron metal bracket by means of steel loops welded to the underside of the main wrought iron bracket.
- 1.5 The bracket would be drilled into the existing brickwork with four bolts. The bolt heads would be painted matt black to match the bracket.

## **2.0 Listed Building and Conservation Area Considerations**

- 2.1 Policy D2 states that the Council will preserve, and where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings.
- 2.2 Policy D4 of the Local Plan states that advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The Council will resist adverts that contribute to an unsightly proliferation of signage in the area, clutter, cause light pollution to nearby residential properties, have flashing illuminated elements; or impact upon public safety.
- 2.3 This type of hanging sign, located above fascia level and with similarly detailed metal brackets and fixings, is common in this section of Monmouth Street, with similar projecting signs located either side of the host building at the adjacent neighbouring properties Nos. 53 and 57-59, which are also Grade II listed buildings. Similar projecting signs at first floor level have also been installed to the Grade II listed buildings Nos. 42, 44, 46, 48 and 61-63 Monmouth Street. None of the existing signage is considered to be harmful to the special interest of the listed buildings, and it now forms part of the established character and appearance of this part of the conservation area.
- 2.4 It is noted that the display of hanging or projecting signs above fascia level would usually be resisted in line with comments received from the Covent Garden Community Association; however, the commercial nature of Monmouth Street is characterised by hanging signs at this level. Given the unique character of the street and the existing and previously permitted hanging signs, this positioning is not considered harmful in design terms. The sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design. The use of traditional materials would serve to increase the extent to which the signs would remain sympathetic to the traditional, commercial nature of the street and this section of the conservation area.
- 2.5 The bracket would be fixed to the brickwork with M12 S/S bolts. It is not considered that such fixings would damage the fabric of the listed building; however, it is considered reasonable to attach a condition to ensure works of making good to the brickwork are carried out when the proposed sign is removed.
- 2.6 Overall, the proposed size, material, location and method of fixing of the sign and bracket is considered to preserve the special interest of the listed building and the character and appearance of the Seven Dials Conservation Area, in accordance with policies D1 and D2 of the Camden Local Plan.
- 2.7 Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act [ERR] 2013.
- 2.8 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 [ERR]

2013.

### **3.0 Advertisement Consent Considerations**

3.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications. Therefore, the principal considerations material to the determination of this application are visual amenity and public safety.

### **4.0 Visual Amenity**

4.1 The proposed sign would not obscure any the building's significant architectural features, and is considered to be acceptable in terms of its proportions and design.

4.2 It is not considered that the sign would be unduly obtrusive in the street scene given it would be non-illuminated and given the many existing similar projecting signs above fascia level along Monmouth Street.

4.3 Although the first-floor of the building has recently been converted from commercial to residential use, it is not considered that the proposed sign would harm the residential amenity of the occupiers of the first floor flat, by causing a loss of daylight, sunlight or outlook. Whilst the proposed signage would be visible from the first-floor windows, both first floor windows are large with a height of 1.7m, and the proposed sign would be located at the centre of the building. There would therefore be a separation distance of 0.5m between the proposed sign and the edge of both first-floor windows, which is considered satisfactory to ensure sufficient daylight, sunlight and outlook.

### **5.0 Public Safety**

5.1 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The height and position of the proposed sign would not impede pedestrian or traffic movement and it would not create a distraction for road users. The proposal is therefore considered to be acceptable in terms of public safety.

### **6.0 Conclusion**

6.1 The proposed signage is considered acceptable in terms of design and impact on the listed building, visual amenity and public safety. The development is therefore deemed consistent with the objectives and policies of the London Borough of Camden Local Plan 2017.

### **7.0 Recommendations**

7.1 Grant Conditional Advertisement Consent.

7.2 Grant Listed Building Consent.

### **DISCLAIMER**

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 23<sup>rd</sup> November 2020, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.***

Application ref: 2020/4253/L  
Contact: Charlotte Meynell  
Tel: 020 7974 2598  
Email: [Charlotte.Meynell@camden.gov.uk](mailto:Charlotte.Meynell@camden.gov.uk)  
Date: 17 November 2020

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
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WC1H 9JE  
Phone: 020 7974 4444  
[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk](http://www.camden.gov.uk)

Rolfe Judd Planning  
Old Church Court  
Claylands Road  
Oval  
London  
SW8 1NZ

# DRAFT

Dear Sir/Madam

## DECISION

Planning (Listed Building and Conservation Areas) Act 1990

### Listed Building Consent Granted

Address:  
**55 Monmouth Street**  
**London**  
**WC2H 9DG**

# DECISION

Proposal: Display of 1 x non-illuminated projecting sign.

Drawing Nos: 24808 01E Elevation & Section As Existing; 24808 01P Elevation & Section As Proposed; 24808 02E Street Views & Similar Existing Projecting Signs on Monmouth Street; 24808 02P Signage Details As Proposed; 24808 SLP-01 Site Location Plan; Cover Letter (dated 16/09/2020, prepared by Rolfe Judd Planning Limited).

The Council has considered your application and decided to grant subject to the following condition(s):

#### Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: 24808 01E Elevation & Section As Existing; 24808 01P Elevation & Section As Proposed; 24808 02E Street Views & Similar Existing Projecting Signs on Monmouth Street; 24808 02P Signage Details As Proposed; 24808 SLP-01 Site Location Plan; Cover Letter (dated 16/09/2020, prepared by Rolfe Judd Planning Limited).

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good following the removal of the signage shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and

08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Chief Planning Officer

**DRAFT**

**DECISION**



Application ref: 2020/4257/A  
Contact: Charlotte Meynell  
Tel: 020 7974 2598  
Email: [Charlotte.Meynell@camden.gov.uk](mailto:Charlotte.Meynell@camden.gov.uk)  
Date: 17 November 2020

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Rolfe Judd Planning  
Old Church Court  
Claylands Road  
Oval  
London  
SW8 1NZ

# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**55 Monmouth Street**  
**London**  
**WC2H 9DG**

# DECISION

Proposal: Display of 1 x non-illuminated projecting sign.

Drawing Nos: 24808 01E Elevation & Section As Existing; 24808 01P Elevation & Section As Proposed; 24808 02E Street Views & Similar Existing Projecting Signs on Monmouth Street; 24808 02P Signage Details As Proposed; 24808 SLP-01 Site Location Plan; Cover Letter (dated 16/09/2020, prepared by Rolfe Judd Planning Limited).

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.

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

Chief Planning Officer