

Application ref: 2024/5696/A  
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Date: 13 February 2025

**Development Management**  
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Stamp Design  
123a Borough High Street  
London  
SE1 1NP

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**86 Southampton Row**  
**London**  
**WC1B 4BB**

Proposal:  
Display of 1 x internally illuminated (halo-lit) fascia sign and 1 x internally illuminated projecting sign.

Drawing Nos: Site location plan; STA.SIXT.BLOOMSBURY.EX00 issue B (signage details); STA.SIXT.BLOOMSBURY.EX00 issue B (signage details with projecting sign position).

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 advertisement consent:

It is firstly noted that all proposed fascia and projecting signs would replace existing similar signage which has been displayed at the site since at least 2008.

Therefore, while the size and dimensions of the proposed fascia sign would exceed those typically considered to be acceptable according to Camden Planning Guidance, in this particular instance, replacing an existing fascia sign with a similar one as proposed does not raise any amenity or public safety issues, nor materially alter the character or appearance of the building or streetscene.

Though the internal illumination of signs is not normally acceptable according to Camden Planning Guidance, in this particular instance, the proposed signs would have suitably low luminance levels (no higher than 452 cd/m<sup>2</sup>) and with only individual letters/logo being illuminated. Both signs would therefore be appropriate within the context of the commercial high street environment of the application site.

As such, the proposed signs are considered to be acceptable in terms of their size, design, location, method of illumination and luminance levels, and would preserve the character and appearance of the host building, wider streetscene and Bloomsbury Conservation Area, and are acceptable.

Additionally, it is noted that the proposed signs would not obscure or damage any architectural features of the building, nor would they be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, and would not have any adverse impact on neighbouring amenity.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2024.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer