

Application ref: 2019/1074/A
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Development Management
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Astley Signs Ltd
Redforrest House,
Queens Court North
Earlsway
Gateshead
NE11 0BP

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**50-60 Southampton Row
London
WC1B 4AR**

Proposal: Display of 2 x internally illuminated banner sign between 1st and 4th floor level to Theobald's Road and Old Gloucester Street elevations, 1 x internally illuminated fascia to hotel entrance with non-illuminated surrounds at ground floor level to Theobald's Road elevation, and 1 x internally illuminated fascia to undercroft entrance on Old Gloucester Road.

Drawing Nos: Site Location Plan; [G_71768 revD] 01,2, 03, 04, 05, 06, 08, 08 (07/05/2019).

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

The proposal is seeking to replace the outdated (unauthorised) illuminated signage on a hotel building to reflect the new branding. The signage include 2no banner signs at upper level and 2no fascia signs to the front and rear entrance - all of which are to be internally illuminated.

CPG (Advertisements) states that the advertisements are generally not acceptable above fascia level. However, in this particular case, the hotel is a 10-storey building of modern design and high-level signs have been in place for many years, which have not raised any complaint. The proposal has been revised during the course of the application, which has seen the red colour background of banner and fascia signs changed to a stone colour and the thickness reduced along with the width of the banner signs.

As such, in terms of size, design, location and method of illumination, the proposal is considered to be acceptable. It would preserve the character and appearance of the building, the streetscape and the adjacent conservation areas, and would not harm the setting of listed buildings in the vicinity.

The proposal will not impact on the neighbours' amenity nor would it be harmful to

either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.


As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016, Draft New London Plan 2018 (As Applicable); and 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', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer