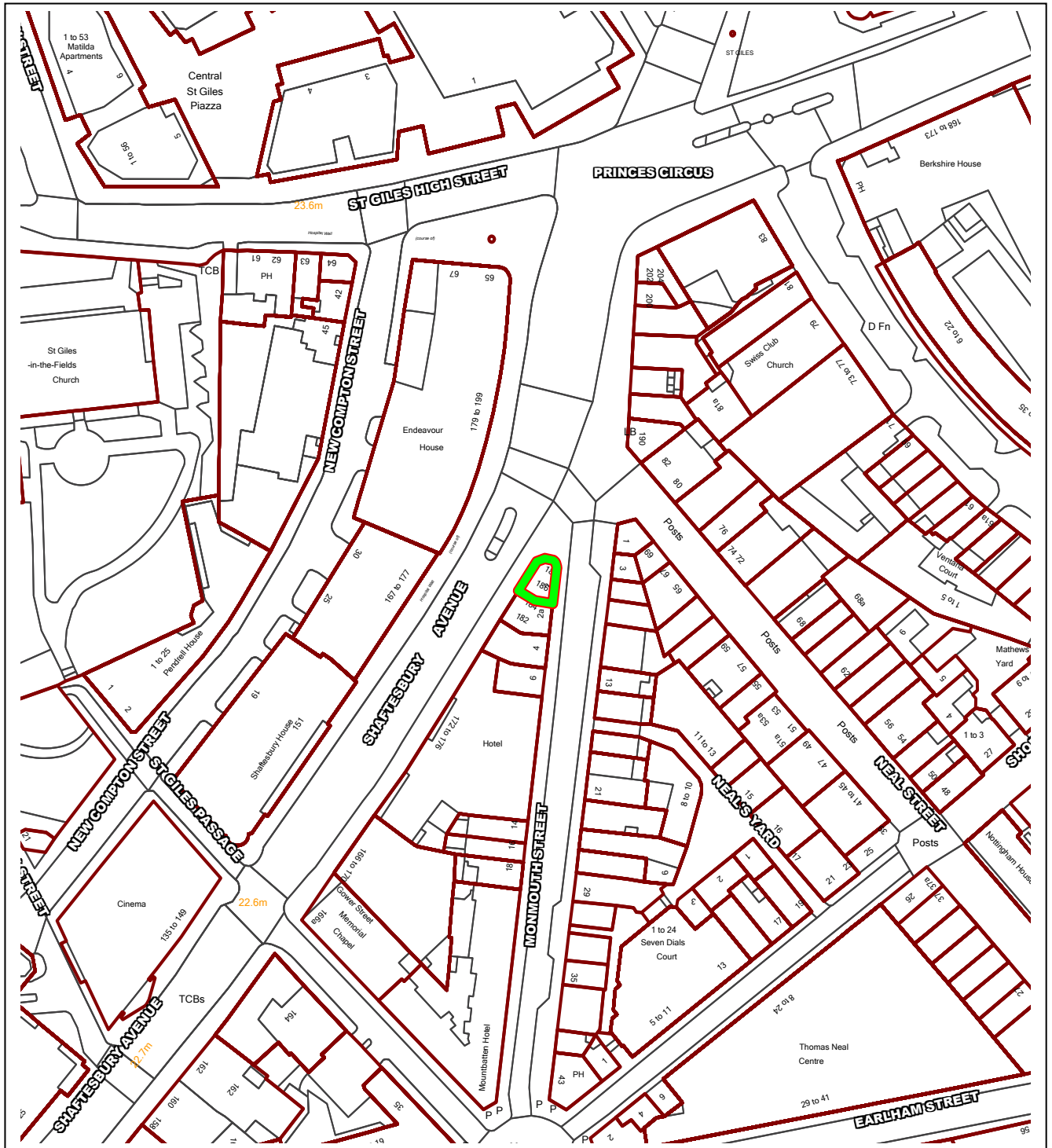


2025/2487/A - 186-188 Shaftesbury Avenue



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Photos 1 & 2 – Monmouth Street and corner entrance elevations (existing signage)



Photo 3 – Shaftesbury Avenue elevation (existing signage)



Delegated Report (Members Briefing)		Analysis sheet		Expiry Date	05/08/2025
		n/a			
Case Officer			Application Number		
Tony Young			2025/2487/A		
Application Address:			Drawing Numbers		
186-188 Shaftesbury Avenue London WC2H 8JB			See draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal					
Display of 3 x externally illuminated (trough-lit) fascia signs and 2 x externally illuminated (trough-lit) projecting signs.					
Recommendation	Grant Advertisement Consent				
Application Type	Advertisement Consent				

Responses

Local occupiers & amenity groups, etc.

Given the type of application (advertisement consent), the Council does not have a statutory duty to engage in a formal consultation process. Notwithstanding this, the details of the application were made available online and the Council allowed a short period of time for our local residents and amenity groups to comment should they choose to do so.

As a result, the following responses were received.

No. of responses

2

No. of objections

2

No. of support

0

Summary of responses

Covent Garden Community Association and The Seven Dials Trust objected to the original proposal, summarised as follows:

1. Method of illumination

- internally illumination of projecting box/blade sign is not acceptable and should be non-illuminated or externally illuminated.

2. Projecting sign

- box/blade sign is unacceptable and should be painted wood and suspended/hanging from iron brackets.

Case officer responses:

- In light of the above concern raised by the local amenity groups as well as by the Council, the applicant amended the proposals, replacing the internally illuminated method of illumination for the projecting box sign with an external form of illumination (using trough lights). The external method of illumination for this (and all proposed signs) is considered to be an appropriate form of lighting within the immediate streetscene and conservation area (see 'Revised proposal' below - paragraphs 1.3 to 1.4 below).
- The projecting box sign has been replaced by double-sided aluminium panel signs (2 x in number), suspended on steel brackets with white vinyl graphics and externally illuminated by trough lights. Though the type of sign as revised is not painted or free hanging as preferred by the amenity groups that responded, it is similar in size and appearance to many existing signs already being displayed on other ground floor commercial units in this locality, and as such, would not appear out-of-keeping or unduly prominent within the immediate streetscene or conservation area (see Sections 3 (Design and amenity) and 4 (Public safety) below for further details and assessment).

Site Description

The application site comprises a late Victorian, 4-storey building located on the corner junction of Monmouth Street and Shaftesbury Avenue.

The building is not listed and is located within the Seven Dials (Covent Garden) Conservation Area. The host building is not identified within the Seven Dials Conservation Area Appraisal and Management Strategy Statement (adopted 1998) as making either a positive or negative contribution to the conservation area.

Relevant planning history

9580002 - Display of an internally illuminated light-box sign above fascia level measuring 939mm wide by 2260mm high. Advertisement consent refused 24/02/1995

368/B - Erection of a single sided internally illuminated box sign length 1.82m(6'0"), height 0.61m(2'0"), overall height 4.72m(15'6") to read 'TEXACO 24 HOUR SERVICE' in black and red lettering. Permission refused 27/09/1973

368/A - (i) Internally illuminated fascia sign with black letters and a Pepsi-Cola trade mark in yellow, red, black, white and blue, all on a white background. Length 6'2", depth 3', overall height 13'6 1/2". (ii) As for (i) but length 5'11" (iii) As for (i) but length 6'6". Permission granted 14/03/1966

CA/368 - i) Internally illuminated fascia sign with black letters to read DOUBLE FRANKFURTERS HOT SNACKS SALADS with a Popsi-Cola trade mark in yellow, red, black, white and blue, all on a white background. Length 6'2", depth 3'6 1/2", overall height 13'6 1/2". ii) As for (i) but letters to read COFFE CABIN 24HR. SERVICE HOT DOGS CHEESEBURGERS BEEFBURGERS. Length 5'11", depth 3'6 1/2", overall height 13'6 1/2". iii) As for (1) but letters to read BIG DEAL BURGERS CONTINENTAL PASTRIES HOT SOUPS, Length 6'6", depth 3'6 1/2", overall height 13'6 1/2". Permission refused 17/02/1966

27/05/57 - Internally illuminated box sign. Permission granted 07/09/1957

Relevant policies

National Planning Policy Framework 2024

The London Plan 2021

Camden Local Plan 2017

- A1 - Managing the impact of development
- D1 - Design
- D2 - Heritage
- D4 - Advertisements
- T1 - Prioritising walking, cycling and public transport

Draft Camden Local Plan

The Council has published a new Draft Camden Local Plan (incorporating Site Allocations) for consultation (DCLP). The DCLP is a material consideration and can be taken into account in the determination of planning applications which has limited weight at this stage. The weight that can be given to it will increase as it progresses towards adoption (anticipated 2026).

Camden Planning Guidance (CPG)

- CPG Advertisements (March 2018) - paragraphs 1.1 to 1.11; and 1.13 to 1.18
- CPG Design (January 2021) - chapters 1 (Introduction), 2 (Design excellence), 3 (Heritage) and 6 (Shopfronts)
- CPG Amenity (January 2021) - chapters 1 (Introduction) and 4 (Artificial light)
- CPG Transport (January 2021) - chapters 7 (Vehicular access and crossovers) and 9 (Pedestrian and cycle movement)

Seven Dials Conservation Area Appraisal and Management Strategy Statement (adopted 1998)

The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements Including Digital Displays (published 2023)

Assessment

1. Proposal

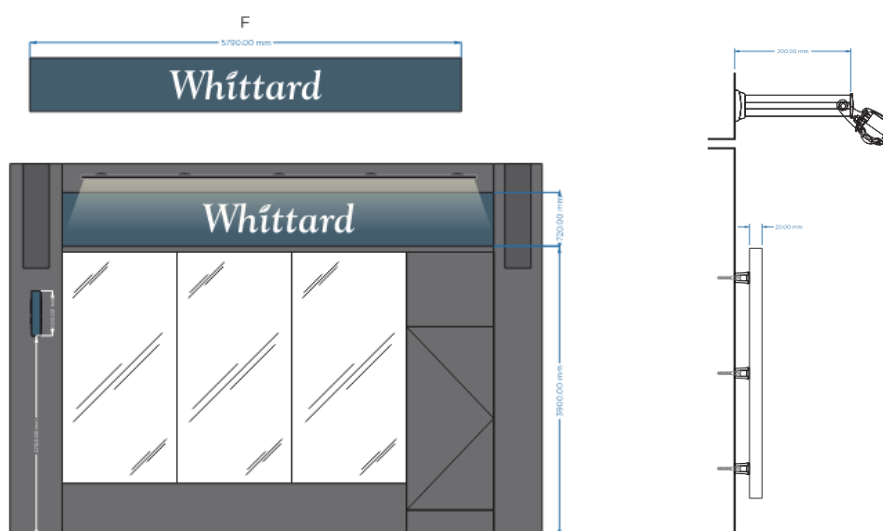
1.1 Original proposal

1.2 The **original** application proposal sought advertisement consent (see Images 1-5 below) for the display of:

- 3 x *externally illuminated (trough-lit) fascia signs; and*
- 1 x *internally illuminated (lettering only) projecting sign*



Images 1 & 2 – original proposals for signage on Monmouth Street and corner entrance elevations



Images 3 & 4 – original proposals for signage on Shaftesbury Avenue elevation and fascia sign section

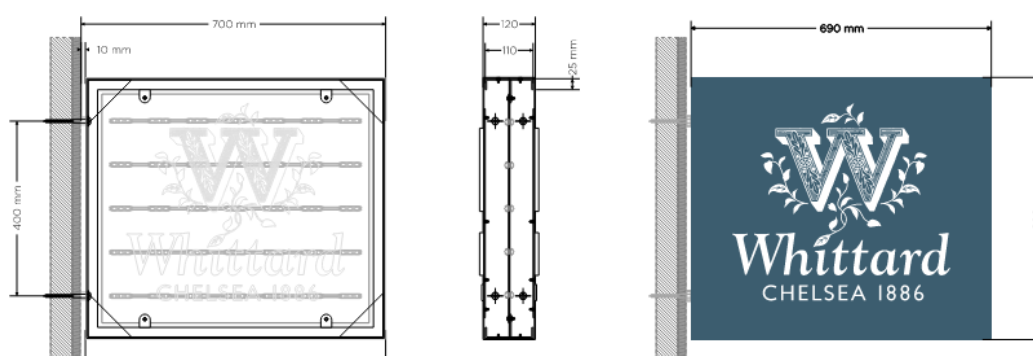


Image 5 – original proposals for internally illuminated projecting box sign

Revised proposal

1.3 Following concerns raised by local amenity groups and the Council (see 'Consultation summary' section above), the applicant amended the proposal and provided **revised** drawings dated 21/08/2025 (see Images 6-8 below) for the display of:

- 3 x externally illuminated (trough-lit) fascia signs; and
- 2 x externally illuminated (trough-lit) projecting signs



Image 6 – revised proposals for externally illuminated fascia and projecting signs



Image 7 & 8 – revised proposals for externally illuminated fascia and projecting signs

1.4 The revised proposals show the following differences from the original proposal:

- 2 x externally illuminated (trough-lit) panel signs suspended on steel brackets (to replace an originally proposed internally illuminated box sign)
- detailed drawings to confirm and show that the trough lighting for the fascia signs would be positioned below the existing shopfront cornice on all elevations (rather than at a higher level above fascia and cornice levels)

1.5 The following assessment has therefore been made based on the proposal as revised, giving due consideration to its own individual merits, and taking into account the particular site context, including all relevant planning history, policies and guidance, as well as, all responses received from interested parties.

2. Assessment

2.1 The principal considerations material to the determination of the advertisement consent application are:

- amenity – the design and visual impact of the proposal on the character and appearance of the host building, immediate streetscene, Seven Dials (Covent Garden) Conservation Area; and on neighbouring amenity (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard); and
- public safety – the impact of the proposal on highway, pedestrian and cyclist's safety.

3. Design and amenity

3.1 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into the surrounding streets and townscape.

3.2 Local Plan Policy D2 (Heritage) states that the Council will support advertisements that preserve the character and amenity of an area, and which preserve or enhance heritage assets and conservation areas. This is supported by the Seven Dials (Covent Garden)

Conservation Area Appraisal and Management Strategy Statement (adopted 1998) which confirms that the Council will require that all development within conservation areas preserves or, where possible, enhances the character or appearance of the area.

- 3.3 Local Plan Policy D4 (Advertisements) and Camden Planning Guidance (CPG Advertisements) confirm that the Council will resist advertisements that contribute to an unsightly proliferation of signage in the area, contribute to street clutter in the public realm, cause light pollution to nearby residential properties or impact upon public safety.
- 3.4 Camden Planning Guidance (Design) states that advertisements will only be acceptable at fascia level or below, and that internally illuminated box signs are discouraged.
- 3.5 While it is generally accepted that all advertisements are intended to attract attention and are commonplace in various forms on retail and commercial units in high streets within the borough, it is nevertheless noted in this case that the proposed signs as revised would have a similar appearance in terms of their size and design with many existing fascia and projecting signs being displayed on other ground floor commercial units within the immediate locality of the application site.
- 3.6 In regard to the means of illuminating each sign, the revised proposals would ensure that all signage (both fascia and projecting signs) would be externally illuminated by means of trough lights, appropriately sized and positioned above each sign with lighting directed inwards and downwards towards lettering below. The revised proposals also show the external trough lights for the proposed fascia signs now more suitably positioned at fascia level, below the existing cornice line of the shopfront on each elevation.
- 3.7 The luminance levels for each trough light would be no higher than 300 cd/m² in accordance with 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements Including Digital Displays' (published 2023).
- 3.8 While the proposed projecting signs would not be painted or free hanging as preferred by the two local amenity groups who provided responses in regard to the original proposals (see 'Consultation summary' section above), they have been revised to panel signs suspended from steel brackets (rather than an internally illuminated box sign as originally proposed), and as such, would be similar in size, design and appearance to many appropriate existing signs already being displayed on other ground floor commercial units in the wider locality of the application site. As a consequence, they would not appear out-of-keeping or unduly prominent within the immediate streetscene or conservation area.
- 3.9 Furthermore, in heritage terms, the revised proposals would not be detrimental to the settings of any listed buildings situated nearby, particularly given the distance and orientation of the proposed signage relative to any such buildings. Nor would the proposed signage be harmful to or obscure any significant architectural or historic features of these buildings or the host building itself.
- 3.10 Overall, therefore, the proposals as revised are considered to be acceptable in design and visual amenity terms, by virtue of their design, size, location, methods of illumination and luminance levels, and would be an improvement on existing signage present at the application site and provide a general uplift in appearance of all frontages. As such, the revised proposals would enhance the character and appearance of the host building, streetscene and wider Seven Dials (Covent Garden) Conservation Area within this context, in general accordance with all relevant policies and guidance as listed above.

Neighbouring amenity

- 3.11 Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.
- 3.12 The revised proposal would not cause any harm to residential amenities at either the host or neighbouring properties, particularly given the modest luminance levels of the proposed externally illuminated signs, the inwards and downwards direction of lighting from each trough

light and the type of advertisements proposed which appear typical of appropriate advertising already present in the wider area around the application site.

4. Public safety

- 4.1 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't any adverse impact on the highway network, the public footway and crossover points.
- 4.2 The proposed signs as revised are not considered to be harmful to either pedestrian or vehicular traffic and would not introduce any undue distraction or hazard in public safety terms, particularly given the modest luminance levels and static nature of the proposed externally illuminated signs, as well as, the inwards and downwards direction of lighting from each trough light. The revised proposals, therefore, raise no public safety concerns.

5. Recommendation

- 5.1 It is therefore recommended that advertisement consent be granted.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 1st September 2025, 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 and search for 'Members Briefing'.

Application ref: 2025/2487/A
Contact: Tony Young
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 26 August 2025

Development Management
Regeneration and Planning
London Borough of Camden
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Judd Street
London
WC1H 9JE
Phone: 020 7974 4444
planning@camden.gov.uk
www.camden.gov.uk

Harper Signs
Station Industrail Estate
Harvey Combe
Camperdown
Newcastle Upon Tyne
NE12 6QQ

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
186-188 Shaftesbury Avenue
London
WC2H 8JB

DECISION

Proposal:
Display of 3 x externally illuminated (trough-lit) fascia signs and 2 x externally illuminated (trough-lit) projecting signs.

Drawing Nos: Site location plan; 2892-01 (proposed elevations), 2892-01 rev 1 (proposed fascia sign details), 2892-03 rev 1 (all drawings received 21/08/2025).

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 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-householder-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

Chief Planning Officer