

Application ref: 2023/1233/A  
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Date: 4 June 2023

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NovaDec  
63 Stoke Newington High Street  
London  
N16 8EL

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**36-38 Kingsway**  
**London**  
**WC2B 6EY**

Proposal:  
Display of 2 x externally illuminated (spot-lit) fascia lettering signs, 1 x externally illuminated (spot-lit) projecting sign and 2 x retractable fabric awnings.

Drawing Nos: Site location plan; A100, A101, A102 (received 27/04/2023); Email from NovaDec Ltd. dated 27/04/2023.

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 advertisement consent:

It is firstly noted that all proposed signage and awnings would replace similar existing signage and awnings which have been approved in this location in the past (ref. 2012/3336/A).

The proposed 2 x externally illuminated (spot-lit) fascia lettering signs would be mounted on 2 x existing louvre panels positioned within arches at the front of the property with an externally illuminated (spot-lit) projecting sign in between.

Proposals also include the installation of 2 x retractable fabric awnings with the opening/closing mechanisms housed in awning boxes similar to the existing arrangement. The awnings would be suitably positioned and aligned with the appearance and proportions of the existing arches and shopfront.

Neither the signage nor awnings would obscure any architectural or historic features of the host property. Additionally, the depth, position and height of the awnings when in a fully open or extended state would not have any adverse impact on the public highway. As such, the proposals would not be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and would not have any adverse impact on neighbouring amenity.

Overall, therefore, the proposals are considered to be acceptable in terms of their size, design, locations, methods of illumination and luminance levels, and would preserve the character and appearance of the host building, streetscene, and wider Kingsway Conservation Area, and are acceptable.

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

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 2021.

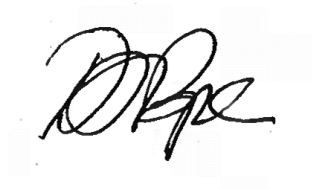
In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

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 grey rectangular background.

Daniel Pope  
Chief Planning Officer