

Application ref: 2023/3856/A  
Contact: Alex Kresovic  
Tel: 020 7974 3134  
Email: Alex.Kresovic@camden.gov.uk  
Date: 6 October 2023

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

IVC Signs Limited  
1-2 Cobbswood Industrial Estate  
Brunswick Road  
Ashford  
TN23 1EL

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**117 Kingsway**  
**London**  
**WC2B 6PP**

Proposal: Installation of 1 x internally illuminated letters reading 'Burger King', 1 x suspended behind glazing 'Flame Grilling Since 1954' letters, 1 x internally illuminated projecting sign, 1 x internally illuminated 'Burger King Bun' logo, and 1 x folded aluminium fascia.

Drawing Nos: Job Nr C-PS10131-01 Plan Nos 1/7, 2/7, 3/7, 4/7, 5/7, 6/7 & 7/7 Rev B Dated 12/09/2023.

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 Reasons for granting permission:

The proposed works include the installation of signs along the façade elevation of an existing Burger King shopfront which consists of the following:

- 1 x internally illuminated letters reading 'Burger King' sitting roughly 2280mm above the natural ground level and 3320mm wide with a 400mm height,
- 1 x suspended behind glazing 'Flame Grilling Since 1954' letters with a width of 1010mm and 214mm height,
- 1 x internally illuminated projecting sign sitting roughly 2300mm above the natural ground level which has a projection of 700mm, height of 600mm and a depth of 120mm,
- 1 x internally illuminated 'Burger King Bun' logo with a width of 550mm, height of 600mm which is sat adjacent to the proposed internally illuminated letters reading 'Burger King', and
- 1 x folded aluminium fascia.

It is noted all the signage proposed will be somewhat identical to the existing signage proposed to be replaced onsite. The signs will be internally illuminated with a maximum illumination level of 300 cd/m<sup>2</sup>.

The proposed signs are considered acceptable in terms of their size, number, position and luminance levels and do not appear out of proportion with the building or the area.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns. The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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