

Application ref: 2023/2025/A
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NovaDec
63 Stoke Newington High Street
London
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

42 Kingsway
London
WC2B 6EY

Proposal:

Display of externally illuminated (spot-lit) projecting sign and internally illuminated menu display board.

Drawing Nos: Site location plan; AP106, AP502, AP503 rev A, AP504.

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 the proposed signage would replace similar existing signage which received approval in this location in 2013 (ref. 2013/2237/A).

The proposed replacement signage would not obscure any architectural or historic features of the Grade II listed building. Additionally, the proposal 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.

The Council raised initial concern in regard to the original proposals which included the display of a digital menu board sign, in so far as it would introduce prominent visual clutter and illuminated images unsuitable for a listed building within a conservation area, as well as, the potential adverse impacts on public safety and to neighbouring amenity. In response, the applicant provided revised drawings which showed the digital sign to be omitted entirely from the proposal and instead proposed a more appropriate menu box, internally illuminated by a LED strip light.

Overall, therefore, the revised 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 listed 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. Bloomsbury Conservation Area Advisory Committee responded and confirmed that they had no comments to make in regard to the proposals (see associated 'consultation summary' sheet).

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.](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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer