

Our Ref: MW/B0036/24

8th July 2024

Planning Department
London Borough of Camden
5 Pancras Square
London
NCI 4AG

via email

Dear Sir/Madam

RE: 2024/I202/L & 2024/I223/A - 42 Holborn, 42 Kingsway, Holborn, WC2B 6EY

Walsingham Planning have been instructed to submit applications for Advertisement Consent and Listed Building Consent in respect of signage associated with '42 Holborn', at 42 Kingsway, Holborn, WC2B 6EY.

Applications 2024/I202/L & 2024/I223/A were registered and validated by Camden Council in March 2024 and have subsequently been amended throughout the application timeframe. Amended plans were submitted on 18th June 2024 reducing the number of new signs proposed and removing any form of illuminance from the proposal. A revised method of fixing the sign to the building is also proposed.

Heritage, Design & Access Statement

Site and Surroundings

The application site relates to the ground floor unit at No. 42 Kingsway, WC2B 6EY, the existing use of which is a restaurant. The upper floors of the building are residential. The site lies within the High Holborn Central London Frontage.

The site also lies within the Kingsway Conservation Area and is Grade II listed. The building is constructed of Portland Stone and is of a classical style.

The site is situated within a busy commercial area and lies approximately 155m south of Holborn Underground Station.





Application Site

Planning History

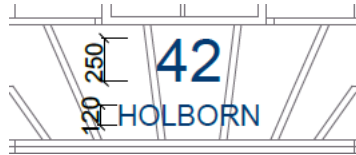
Relevant planning history for the site is as follows:

- 2022/4992/L - Fit-out of retail premises, including plastering, tiling, plumbing, electrical work, fitting of units & appliances and flooring. – Approved
- 2023/2025/A & 2023/2661/L - Installation of externally illuminated (spot-lit) projecting sign and internally illuminated menu display board, including replacement plain canvas fabric to existing retractable awning – Approved

Proposed Development

These applications seek Advertisement Consent and Listed Building Consent for the installation of one, non-illuminated fascia sign which reads '42 Holborn' on the front elevation of the building. The proposed sign would be aluminium powder coated letters and numbers in blue (RAL 5001 matt).





Proposed sign

Assessment

Paragraph 141 of the NPPF states that ‘the quality and character of places can suffer when advertisements are poorly designed and sited. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts’.

Policy D4 of the Camden Local Plan relates to advertisements and states that the Council will require all advertisements to preserve or enhance the character of their setting and the host building, and that advertisements must respect the form, fabric, design and scale of their setting and the host building and be of the highest standard of design, material and detail.

The Camden Supplementary Planning Guidance on Advertisements was adopted in March 2018, and provides advice on the design and siting of advertisements so that they contribute positively to the appearance and character of the area.

Heritage Statement

The application site is Grade II listed and located within Kingsway Conservation Area.

The Historic England List Description for No’s 40 – 42 Kingsway is as follows:

‘Office block. 1908-9. With facade and hall by Edwin Lutyens, and plan by Pilditch and Company. Portland stone with rusticated ground, 1st and 2nd floor. Modified Classical style. 6 storeys and attic. Double fronted with 3 windows. Square-headed ground floor openings flanked by distyle-in-antis Greek Doric order pilasters rising through ground and 1st floor. All windows casements with leaded panes except the ground floor which has plate glass. Left hand entrance with head on keystone; right entrance replaced by a window. 2nd floor windows with vertically set sidelights. Architraved 3rd and 4th floor windows. Entablature with modillion cornice at 5th floor level. 5th floor windows with voussoirs and flanked by enriched pilasters carrying secondary cornice below balustraded parapet. Pediment flanked by chimney-stacks. INTERIOR: not inspected but noted to contain a vaulted hall. HISTORICAL NOTE: built for William Robinson, proprietor of ‘The Garden’.

The Advertisement SPD states that advertisements within Conservation Areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas of buildings, and advertisements must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.



The proposals have been amended following the receipt of comments from the LPA. The proposed sign is simple in design and would not detract from the prominent façade of the building. The proposal would be muted in appearance and would simply identify the building as a restaurant. Amendments include the reduction in the number of proposed signs and the removal of any form of illumination, which would better respect the heritage status of the building.

The method of fixing has also been amended, and it the proposed letters and numbers will be attached to fixing bars, which will be fixed into the grooves on the front elevation of the building, so there will be no impact to the smooth stonework on the front façade. Full details of the proposed fixings are shown on the submitted plans.

The proposed signage has been sensitively designed and amended, taking into account the listed status of the building, and would not harm the character and appearance of the building or Conservation Area and would not obscure or damage specific architectural features of buildings.

Planning Assessment

Paragraph 141 of the NPPF states that *'the quality and character of places can suffer when advertisements are poorly designed and sited. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'*.

Policy D4 of the Camden Local Plan relates to advertisements and states that the Council will require all advertisements to preserve or enhance the character of their setting and the host building, and that advertisements must respect the form, fabric, design and scale of their setting and the host building and be of the highest standard of design, material and detail.

In respect of visual amenity, the proposed signage is simple in design, and would not appear out of keeping within a commercial location such as this. The proposed signage would not appear cluttered on the unit frontage and would not appear at odds within the surrounding area. Given the commercial nature of the area, there is extensive signage on neighbouring premises and along Kingsway. When compared with other signage within the wider area, the proposal is discrete and a subtle addition to the building to allow potential customers to identify the building as a restaurant.

In respect of residential amenity, the proposals would not create any adverse amenity issues due to its location and given it will not be illuminated.

In terms of highway safety, the proposed signage would be set back from the highway and would not protrude into or over the highway. Furthermore, given the sign will be non-illuminated, this would not cause distraction to vehicles passing by, nor would there be glare.

Conclusion



The proposal adheres to all local planning policies and national guidance within the NPPF. The proposal would conserve the character and appearance of the Kingsway Conservation Area and would not harm the special architectural and historic interest of the listed building. The proposals would preserve the visual amenity of the area and would not have a detrimental impact in respect of highway safety.

We are keen to work closely with the Council in relation to this proposal, and as such, should you require any additional information or have any questions, do not hesitate to get in touch.

Yours faithfully



Megan Wright AssocRTPI

Senior Planner

megan.wright@walsingplan.co.uk

07551 586771

