

Photo 1 - front façade of application site



2024/1202/L & 2024/1223/A - 42 Kingsway



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Delegated Report (Members Briefing)	Analysis sheet		Expiry Date	21/05/2024
	n/a		Consultation Expiry Date	02/06/2024
Case Officer			Application Numbers	
Tony Young			1. 2024/1202/L 2. 2024/1223/A	
Application Address			Drawing Numbers	
42 Kingsway London WC2B 6EY			See draft decision notices	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposals				
1. External alterations in connection with the display of 1 x non-illuminated fascia sign 2. Display of 1 x non-illuminated fascia sign				
Recommendations	1. Grant Listed Building Consent 2. Grant Advertisement Consent			
Application Types	1. Listed Building Consent 2. Advertisement Consent			

Consultation				
Publicity	A <u>site notice</u> was displayed from 09/05/2024 to 02/06/2024 A <u>press notice</u> was published from 08/05/2024 to 01/06/2024			
Adjoining occupiers / local amenity groups, etc.	No. of responses	01	No. of objections	01
Summary of responses	<p>Bloomsbury Conservation Area Advisory Committee (CAAC) responded and objected to the <u>original</u> proposals as follows:</p> <ol style="list-style-type: none">1. <i>"Kingsway" is advertised by a simple, clearly visible, hanging sign next to the entrance. This application proposes to replace this hanging sign with two halo illuminated fascia signs. This type of signage is not only unsightly but entirely inappropriate for a period building in a conservation area. In addition, the implementation of the proposed signage would cause unacceptable damage to the stonework and therefore cause permanent harm to this clearly visible and beautiful facade.</i>2. <i>When I made a site visit, I also questioned the effectiveness of the proposed signage, which is high up on the facade and well above eye level.</i> <p><u>Case officer response:</u></p> <ol style="list-style-type: none">1. In light of concern from the Bloomsbury CAAC and the Council, the applicant amended the <u>original</u> proposal so as to:<ul style="list-style-type: none">• reduce the number of proposed fascia signs from 2 to 1;• omit entirely any form of lighting or illumination; and• fix the fascia sign more sympathetically so that the stonework would not be damaged.See Section 3 (Design and appearance) below for further details and assessment. All revised drawings/information are available to view on the Council's website. The Bloomsbury CAAC were emailed directly on 03/07/2024 for further comment on the revisions made; however, the Council has yet to receive a response.2. The 'need' or 'effectiveness' are not considerations upon which applications for advertisement consent should be considered. Amenity and public safety are the factors upon which advertisement consent applications should be determined. These matters are addressed in assessment (see Sections 2-4 below).			
Site Description				
<p>The application site is located on the eastern side of Kingsway, between Remnant Street to the north and Sardinia Street to the south.</p> <p>The application proposals relate to the building's front façade and ground floor level unit which is currently in use as a restaurant. The premises falls within the Holborn Central London Frontage zone.</p> <p>The building is a Grade II listed building (nos. 40-42 Kingsway), designed by Edwin Lutyens in an Edwardian neo-classical style. Most notable to this application is the appearance of Portland stone with rusticated ground, 1st and 2nd floors which form part of the special architectural and historic interest, along with square-headed ground floor openings flanked by distyle-in-antis Greek Doric order pilasters rising through ground and 1st floors. The building is also situated within the Kingsway Conservation Area.</p>				

Relevant History

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. Listed building consent granted 30/11/2023

2023/2025/A - Display of externally illuminated (spot-lit) projecting sign and internally illuminated menu display board. Advertisement consent granted 30/11/2023

2013/2499/L & 2013/2237/A - Installation of externally illuminated projecting hanging sign at ground level, installation of retractable canopy awning over entrance door, and installation of replacement illuminated menu board. Listed building and advertisement consent granted 11/06/2013

2013/0524/L & 2013/0528/A - Installation of 1 x replacement over-door transom light sign, 1 x menu board, and replacement faces to existing projecting box sign, following removal of existing fascia sign and menu board all in association with public house (Class A4). Listed building and advertisement consent granted 13/03/2013

AS9904151 - Display of internally illuminated fascia and projecting signs and two menu boxes. Advertisement consent granted 17/05/1999

L9602124R3 - Alterations to listed building in association with change of use to a restaurant. Listed building consent granted 21/02/1997

A9603085R1 - Display of fascia and projecting signs, and brass plaques. Advertisement consent granted 21/02/1997

CA1762/1963 - Display of a double sided box sign with internal static illumination. Advertisement consent granted 02/04/1963

CA1444/1966 - Display of illuminated lettering to read "Redland House" and mounted beneath the main cornice. Advertisement consent granted 25/08/1961

Other relevant sites

2013/0249/A & 2013/1586/L (Africa House, 64 Kingsway) – Replacement of existing signage, comprising the installation of 3 x externally-illuminated fascia signs (individually-mounted lettering), 1 x externally illuminated aluminium projecting sign, 3 x non-illuminated aluminium over-door transom signs, and 2 x non-illuminated panel signs positioned adjacent to the entrance door, in association with public house (Class A4). Advertisement and Listed building consent granted 10/05/2013

2004/0804/A & 2004/0803/L (Africa House, 74-78 Kingsway) – Display of two externally illuminated projecting and fascia signs. Advertisement and Listed building consent granted 30/04/2004

Relevant policies

National Planning Policy Framework 2023

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 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 Advertisements (March 2018) - paragraphs 1.1 to 1.11; and 1.13 to 1.18
- CPG Transport (January 2021) - chapters 7 (Vehicular access and crossovers) and 9 (Pedestrian and cycle movement)

Kingsway Conservation Area Statement (adopted December 2001)

Assessment

1. Proposal

1.1 Original proposal

- 1.2 The **original** proposal involved external alterations to install and display 2 x halo illuminated fascia signs on the front elevation of the building (see Images 1 and 2 below).

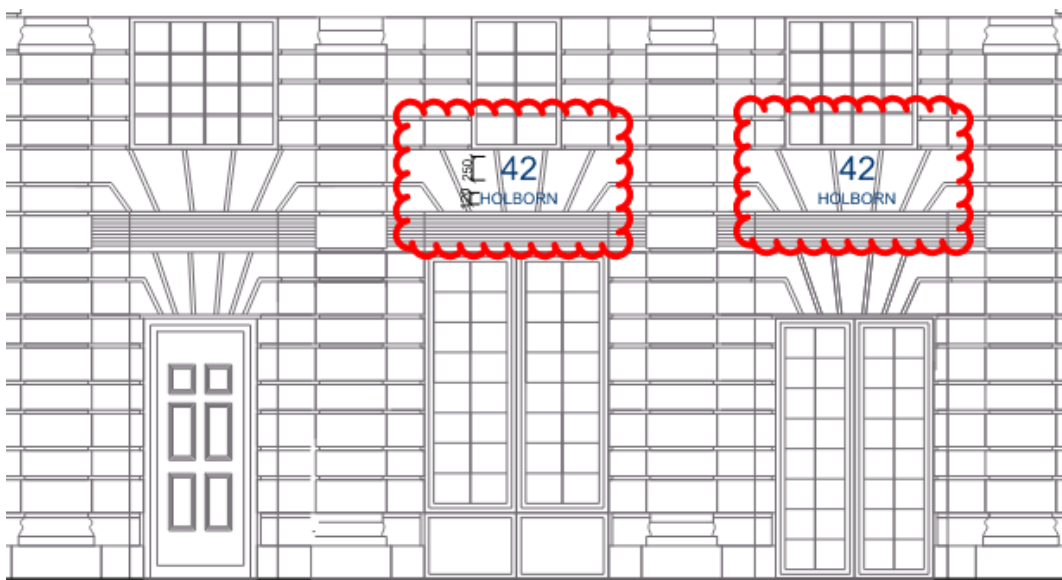


Image 1 – original proposal to front elevation (2 x halo illuminated fascia signs outlined in red)



Image 2 – front elevation of application site (positions of 2 x proposed signs outlined in red)

- 1.3 Following concern raised by the Bloomsbury CAAC (see 'Consultation summary' section above), the Council initially raised concern in regard to original proposals to install and display the 2 x halo illuminated signs, in so far as they would be in an uncharacteristically high position; the likely damage to stonework associated with their fixing to the front façade; the unsightly visual clutter to the frontage as a result of their display and illumination; and the

cumulative adverse impact of the signs when taken together with other signage already being displayed at the front of the building.

- 1.4 As such, the proposed signs as originally proposed were considered to be detrimental to the special architectural and historic interest of the Grade II listed building and they would have failed to preserve the character and appearance of the Kingsway Conservation Area, by virtue of their number, location, design and method of illumination.

Revised proposal

- 1.5 Following the concerns raised, the applicant amended the proposal and provided **revised** drawings which showed:

- a reduction in number of signs from two to a single sign located centrally to respect the symmetry of the frontage;
- the removal of any form of illumination; and
- the extent of physical works to the historic fabric/stonework minimised by attaching the numbers/letters to fixing bars, secured within the grooves present on the front elevation (rather than directly onto the smooth Portland stone surface).

- 1.6 As a result, the revised application proposal seeks listed building and advertisement consents to install and display 1 x non-illuminated fascia sign (see Image 3 below).

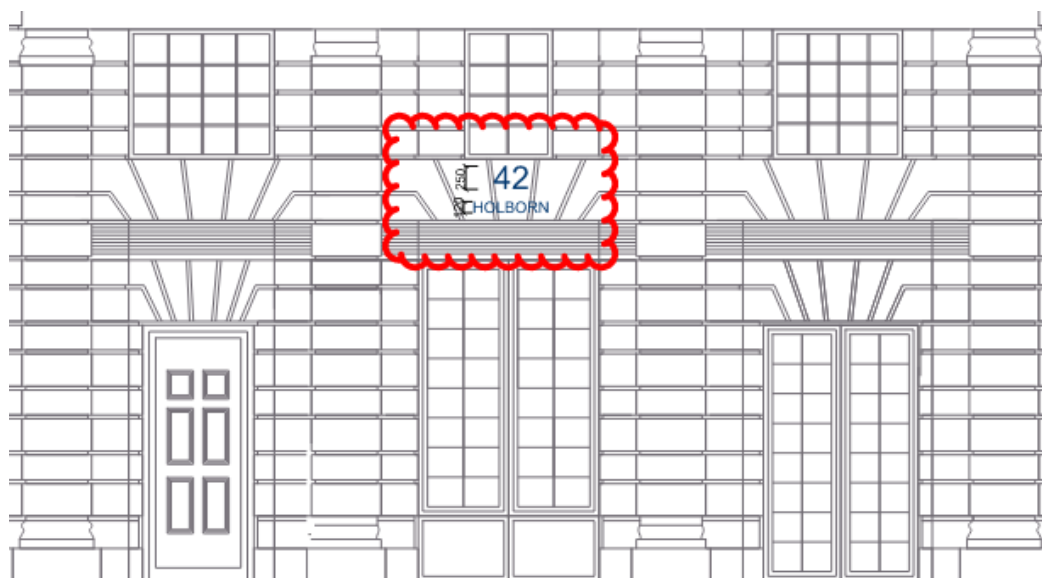


Image 3 – revised proposal to front elevation (1 x non-illuminated fascia sign outlined in red)

- 1.7 The following assessment has therefore been made based on the proposal as revised, giving 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 any responses received during the statutory consultation period.

2. Assessment

- 2.1 The principal considerations material to the determination of the listed building and advertisement consent applications are:

- the design and impact of the proposal on the special architectural and historic interest of the Grade II listed building;
- amenity – the design and visual impact of the proposal on the character and appearance of the host building, streetscene, Kingsway Conservation Area and any settings of nearby listed buildings; 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 only permit works and/or advertisements that would not cause harm to the special architectural and historic interest of a listed building, and will resist development that would cause harm to significance of a listed building through an effect on its setting.
- 3.3 Local Plan Policy D4 (Advertisements) supports the above policies and more specifically in regard to signage, confirms 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 Additionally, Camden Planning Guidance (CPG Advertisements) states that any advertisements, of whatever type, on or near a listed building or in a conservation area, must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.
- 3.5 The proposed non-illuminated fascia sign as revised (which reads '42 Holborn') would be in the form of built up aluminium powder coated letters and numbers in blue (RAL 5001 matt). These would be attached to a number of horizontal fixing bars, measuring 0.116 metres (high) x 0.821 metres (wide) for the 'Holborn' lettering and 0.250 metres (high) x 0.359 metres (wide) for the '42' numbering respectively (see Image 4 below).



Image 4 – showing proposed non-illuminated fascia sign with horizontal fixing bars

- 3.6 In order to minimise the extent of physical works to the historic fabric, the proposal has been revised so that each fixing bar would more appropriately be secured by screws within existing grooves on the wall of the front façade (rather than screwing directly into the smooth Portland stone surface using a greater number of screw points as originally proposed). This method of fixing is considered to be minimal and reversible in nature which in listed building terms is a temporary arrangement that would ensure that the substantive building fabric is preserved.
- 3.7 It is important to note that consent has previously been granted for advertisement proposals using a similar method of fixing for signage at a similar height above street level on the front façade at two nearby listed buildings in Kingsway (see 'Relevant history' above).
- 3.8 The first example is at Africa House, 64 Kingsway (2013/0249/A & 2013/1586/L) which is also a Grade listed building located within the Kingsway Conservation Area, where 3 x externally illuminated fascia lettering signs ('Wetherspoon') are being displayed, similarly secured to the front façade on fixing rails at a comparable height above street level (see Images 5 and 6 below).



Images 5 & 6 – showing approved signage at Africa House, 64 Kingsway

3.9 The second example is at Africa House, 74-78 Kingsway (2004/0804/A & 2004/0803/L) which is a Grade listed building located within the Kingsway Conservation Area where 2 x externally illuminated fascia lettering signs ('Ladbrokes') are being displayed, similarly secured to the front façade on fixing rails at a comparable height above street level (see Images 7 and 8 below).



Image 7 & 8 – showing approved signage at Africa House, 74-78 Kingsway

3.10 While it is accepted that all advertisements are intended to attract attention and are commonplace in various forms along Kingsway and commercial high streets in general, given the size, location and absence of illumination, the proposal as revised would not appear prominently within the streetscene, either from within local views or longer views from within Kingsway and the wider conservation area. Most importantly, the proposed sign would not harm or obscure any significant architectural or historic features of the Grade II listed host building, nor would its display be detrimental to the settings of any nearby listed buildings.

3.11 Overall, therefore, the revised proposal would be sympathetic to the Grade II listed host building and its features of special architectural or historic interest in terms of its design, size, location, colour, method of fixing, materials and absence of illumination. The character and appearance of the listed building, wider streetscene and Kingsway Conservation Area would

be therefore be preserved, and as such, the revised proposal is considered to be acceptable in design and visual amenity terms, in general accordance with all relevant policies and guidance listed above.

- 3.12 Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

Neighbouring amenity

- 3.13 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.
- 3.14 The proposal would not cause any harm to residential amenities at the host or neighbouring properties, particularly given the absence of illumination of the sign and the minor nature of the revised proposal which is typical of appropriate advertising in Kingsway and this busy Central London location.

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 sign is 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 size and absence of illumination for the sign. The proposal therefore raises no public safety concerns.

5. Other matters

- 5.1 It is noted that a digital screen has been installed on the front façade and is operational at the site without the benefit of any formal consent from the Council. In this regard, the applicant is reminded that the current approval relates only to the proposal as described above and considered in this report and does not grant permission or consent for this or any other alteration. The applicant's attention is brought to the fact that this matter has been reported to the Council's Planning Enforcement Team and is the subject of further investigation.

6. Recommendation

- 6.1 It is therefore recommended that (1) listed building consent and (2) 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 22nd July 2024, 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: 2024/1202/L
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 12 July 2024

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

Walsingham Planning
Bourne House
Cores End Road
Bourne End
SL8 5AR

DRAFT

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
42 Kingsway
London
WC2B 6EY

DECISION

Proposal:
External alterations in connection with the display of 1 x non-illuminated fascia sign.

Drawing Nos: Site location plan; Block plan; Proposed front and side elevation drawing (non-illuminated fascia sign) received 18/06/2024; Proposed signage details (non-illuminated fascia sign) received 18/06/2024; Cover letter from Walsingham Planning (ref. MW/B0036/24) dated 08/07/2024.

The Council has considered your application and decided to grant subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location plan; Block plan; Proposed front and side elevation drawing (non-illuminated fascia sign) received 18/06/2024; Proposed signage details (non-illuminated fascia sign) received 18/06/2024; Cover letter from Walsingham Planning (ref. MW/B0036/24) dated 08/07/2024.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 It is noted that a digital screen has been installed on the front façade and is operational at the site without the benefit of any formal consent from the Council. In this regard, the applicant is reminded that the current approval relates only to the proposal as described above and does not grant permission or consent for this or any other alteration. The applicant's attention is brought to the fact that this matter has been reported to the Council's Planning Enforcement Team and is the subject of further investigation.
- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 4 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 5 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise

and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street
London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Chief Planning Officer

DRAFT

DECISION

Application ref: 2024/1223/A
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 12 July 2024

Development Management
Regeneration and Planning
London Borough of Camden
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Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

Walsingham Planning
Bourne House
Cores End Road
Bourne End
SL8 5AR

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
42 Kingsway
London
WC2B 6EY

DECISION

Proposal:
Display of 1 x non-illuminated fascia sign (revised proposal).

Drawing Nos: Site location plan; Block plan; Proposed front and side elevation drawing (non-illuminated fascia sign) received 18/06/2024; Proposed signage details (non-illuminated fascia sign) received 18/06/2024; Cover letter from Walsingham Planning (ref. MW/B0036/24) dated 08/07/2024.

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 It is noted that a digital screen has been installed on the front façade and is operational at the site without the benefit of any formal consent from the Council. In this regard, the applicant is reminded that the current approval relates only to the proposal as described above and does not grant permission or consent for this or any other alteration. The applicant's attention is brought to the fact that this matter has been reported to the Council's Planning Enforcement Team and is the subject of further investigation.

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-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

DRAFT

DECISION