

Application ref: 2024/0109/A  
Contact: Leela Muthoora  
Tel: 020 7974 2506  
Email: [Leela.Muthoora@camden.gov.uk](mailto:Leela.Muthoora@camden.gov.uk)  
Date: 6 August 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](mailto:planning@camden.gov.uk)

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

Panorama Architects and Interior Designers Limited  
32 Fowey Avenue  
Ilford  
IG4 5JT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**65 Kingsway**  
**London**  
**WC2B 6TD**

Proposal: Installation of 1x non-illuminated fascia sign, 1x non-illuminated hanging sign 2x halo illuminated signs behind glazing.

Drawing Nos: Heritage Statement Ref: 24 1257 001 dated 03/04/2024; Site Location Plan; MB-SURV-KW-EL-001 Rev 1; (0106 (02)\_ ) 200 Rev A; 300; 301; 302

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 consent-

The site comprises a six-storey mixed use building with basement and attic story on the western side of Kingsway, between Wild Court and Keeley Street. It is a Grade II listed building and within the Kingsway Conservation Area known as Kodak House. It has office uses on the upper floors and retail uses at ground floor and positively contributes to the streetscape and character and appearance of the conservation area.

The proposal seeks to display halo illuminated fascia signs fixed internally behind the glazing to each elevation on Kingsway and Keeley Street. Externally, a non-illuminated plaque sign would be displayed to the corner elevation above the double door entrance, with a non-illuminated projecting sign on a slim bracket to the Keeley Street elevation. The signs mostly replace the existing displays with some alterations to type and method of illumination.

They are considered acceptable in terms of size, location, and detailed design as they respect the architectural detail and would not detract from the character of the host building. They are modest in scale and would not be considered unduly dominant in the street scene. As such, the proposal would not result in harm to the significance of the building nor the contribution the building makes to the streetscape and would preserve the character and appearance of this part of the Kingsway Conservation Area, which is commercial in character, and would preserve the special interest of the listed building.

In terms of size and siting, the display would not disturb any neighbouring occupiers. With respect to public safety, due to the location at fascia level shop frontage, they would not be considered such a distraction that would cause harm to pedestrians, cyclists, drivers, or other road users.

No objections have been received prior to making this decision. The Council's Conservation and Heritage officer raised no objections to the proposal. The site's planning history was considered when making this decision.

The council has had special regard to the desirability of preserving the character and appearance of the Conservation Area, the listed building, its setting, and its special interest. The works are not considered to have a detrimental impact on the significance of the building, or its conservation area contribution, nor setting of the listed building.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with policies A1, D1, D2, and 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 2023.

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', written over a faint circular stamp.

Daniel Pope  
Chief Planning Officer