

Application ref: 2024/1255/L  
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**Development Management**  
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Panorama Architects and Interior Designers Limited  
32 Fowey Avenue  
Ilford  
IG4 5JT

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:

**65 Kingsway  
London  
WC2B 6TD**

Proposal: Internal and external alterations to install 1x non-illuminated fascia sign, 1x non-illuminated hanging sign 2x halo illuminated signs behind glazing to commercial unit.  
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 Listed Building Consent 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:  
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.

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 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 set 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.

The signs would be restrained and modest in scale which would respect the classical simplicity of the building. As such, the proposal would preserve the special interest of the listed building and result in no harm to the significance of the building nor the contribution the building makes to the streetscape.

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.

Overall, the proposal would preserve the special interest of the listed building. The council has had special regard to the desirability of preserving or enhancing the listed building, its setting, and its features of special architectural or historic interest.

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

- 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.

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 about your rights of appeal at:

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

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