

Application ref: 2024/3584/A
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 17 September 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/planning

Nine Bloomsbury Green Ltd.
Fao. Mr Andy Chan
119 Kingsway
London
WC2B 6PP

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
119 Kingsway
London
WC2B 6PP

Proposal:
Display of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign.

Drawing Nos: Unnumbered site location and block plan drawing dated 22/08/2024;
Unnumbered proposed elevation, section and signage details drawing dated 22/08/2024.

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 Reasons for granting advertisement consent:

The proposal involves the replacement of similar internally illuminated signage previously approved in 2022 (ref. 2022/0050/A). The proposed fascia and projecting signs are considered to be acceptable in terms of their size, design, locations, methods of illumination and luminance levels, and would appear in keeping with the commercial character and appearance of the host building and high street environment, as well as, that of the Kingsway Conservation Area in which the site is located.

The proposed signage would not obscure any architectural or historic features of the building. Additionally, it would not be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor have any adverse impact on neighbouring amenity. As such, the proposal is acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received.

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 2023.

- 2 Proposals to display advertising by means of an illuminated hanging sign and tv

screen, both located internally inside the shopfront glazing, as shown on the submitted drawing, are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, do not require formal determination by the Council in the form of an advertisement consent application.

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>.

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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer