

Delegated Report		Analysis sheet		Expiry Date:		12/06/2013	
		N/A / attached		Consultation Expiry Date:		06/06/2013	
Officer				Application Number(s)			
Victoria Pound				2013/2499/L 2013/2237/A			
Application Address				Drawing Numbers			
42 Kingsway London WC2B 6EX				See decision letter.			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
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.							
Recommendation(s):		1. Grant listed building consent 2. Grant advertisement consent					
Application Type:		1. Listed Building Consent 2. Advertisement consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	21	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Press and site notices displayed – no responses received.					
CAAC/Local groups* comments: *Please Specify		N/a					

Site Description

Grade II listed office block dating from 1908-9. With facade and hall by Edwin Lutyens, and plan by Pilditch and Company. Within the Kingsway Conservation Area.

Relevant History

2013/0524/L & 2013/0528/A – listed building consent & Advertisement consent granted 13/03/2013 for 1. *Installation of 1 x fascia sign, 1 x internally illuminated panel board, in addition to the re-painting of 2 x existing doors, 1 x fascia sign, 1 x internally illuminated projecting box sign, following removal of existing fascia sign and panel board all in association with public house (Class A4)*

Relevant policies

LDF Core Strategy and Development Policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Assessment

Minor works are proposed to the front elevation of the building at ground floor level, in order to accommodate new / replacement signage.

The building does not have a traditional shopfront / fascia arrangement at ground level, but rather retains most of its original office entrance arrangement. As such there are limited areas where the positioning of signage would not cause harm to the building's appearance or special interest.

Listed building considerations

It is proposed to install a new menu board (500mm x 800mm) on the front of the pilaster. This will incorporate a small tube light within the casing. Its scale and position is considered to be acceptable.

A new externally-illuminated aluminium projecting sign is proposed, which measures 725 x 525mm. Its scale, position, design and method of illumination are considered acceptable.

It is also proposed to install a retractable canvas blind over the main entrance door, which is positioned to the right hand side of the elevation. The scale, position, materials, method of fixing and detailed design of this element is not considered to harm the building's special interest.

The proposed alterations are considered to preserve the building's special interest.

Advertisement consent considerations

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The signage does not obscure any significant architectural features on the building, and is considered acceptable in terms of proportions and design. It will preserve the character and appearance of the

Kingsway CA.

It is not considered that the signage would be unduly obtrusive in the street scene or disturb any residents or occupiers.

Public safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed signage complies with the relevant local and national policies and guidance, and the applications are therefore recommended for approval.