

Design, Access and Heritage Statement

Externally illuminated projecting sign, illuminated menu board replacing existing menu board and awning sign over entrance doors.

42 Kingsway, Holborn, London, WC2B 6EX

Introduction

The applicant, Bills Restaurants Ltd is proposing to operate a restaurant at 42 Kingsway formerly occupied by the bar chain “Pitcher & Piano”. Alterations are proposed to the front of the building to include a replacement projecting sign with the “Bill’s” logo, replacement menu board and awning sign over the main entrance doors at the right hand side of the building. Listed building consent and advertisement consent is sought for these changes to the exterior of the building.

Design

Appearance, Scale and Layout

42 Kingsway is situated on the north east side of the street to the south east of Remnant Street and is within Kingsway Conservation Area. It is a Grade II listed building built in 1908-9 with an imposing façade designed by Edwin Lutyens and plan by Pilditch and Company. The building has 6 storeys and an attic. The application relates to the ground floor of the building last in use by the bar chain Pitcher & Piano.

The proposal is to:-

- (i) Fix a projecting externally illuminated sign on the right hand pilaster some 4.1m above ground level to replace the projecting sign permitted by applications 2013/0525/L and 2013/0528/A. The sign measures 525mm wide by 725mm high and would be fixed to the building by two metal brackets. Trough lights either side and mounted on top of the sign would provide illumination to the sign. The metal surfaces of the sign are powder coated in Dulux Lord K Green. The Bill’s logo (white painted letters 300mm high) would appear on both faces of the sign.

- (ii) Replace the aluminium menu board fixed to the inner face of the right hand pilaster next to the right hand entrance doors with an internally lit menu board fixed to the front face of the right hand pilaster. The menu board is 500mm wide by 800mm high, has a powder coated aluminium box frame in Lord K Green with glass faces and is an alternative design to the menu board (500mm by 1000mm) permitted by 2013/0525/L and 2013/0528/A.
- (iii) Erect an awning sign over the right hand entrance doors, comprising retractable canvas awning with white lettering on the front edge on a Lord K Green background, painted timber awning box and metal supporting bars.

Access

There will be no change to the “inclusive” access to the building as a result of the proposed changes to the front of the building.

Policy Considerations

Section 16 of the Planning (Listed Building and Conservation Areas) Act 1990 requires that in considering whether to grant listed building consent for any works there shall be special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 72 of the Act requires that in the exercise of planning functions with respect to any buildings or other land in a conservation area special attention shall be paid to the desirability of preserving or enhancing the character and appearance of the area.

Section 3 of The Town and Country Planning (Control of Advertisement) (England) Regulations 2007 requires that powers under the Regulations be exercised in the interests of amenity and public safety.

Camden Core Strategy 2010-2025

Policy CS14 – Promoting high quality places and conserving our heritage.

Camden Development Policies 2010-2025

Policy DP24 Securing High Quality Design

Policy DP25- Conserving Camden’s heritage

Historic Asset Statement of Significance

National Planning Policy Framework (NPPF) adopted in March 2012 sets out the Government's policies for conserving and enhancing the historic environment. In determining planning applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made to their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary (paragraph 128 NPPF). In determining applications, local planning authorities should take account of the desirability of new development making a positive contribution to local character and distinctiveness (paragraph 131 NPPF).

The building was first listed in 1974 and is Grade II. The description of the listing reads:-

"Office block. 1908-9. With facade and hall by Edwin Lutyens, and plan by Pilditch and Company. Portland stone with rusticated ground, 1st and 2nd floor. Modified Classical style. 6 storeys and attic. Double fronted with 3 windows. Square-headed ground floor openings flanked by distyle-in-antis Greek Doric order pilasters rising through ground and 1st floor. All windows casements with leaded panes except the ground floor which has plate glass. Left hand entrance with head on keystone; right entrance replaced by a window. 2nd floor windows with vertically set sidelights. Architraved 3rd and 4th floor windows. Entablature with modillion cornice at 5th floor level. 5th floor windows with voussoirs and flanked by enriched pilasters carrying secondary cornice below balustraded parapet. Pediment flanked by chimney-stacks.

INTERIOR: not inspected but noted to contain a vaulted hall.

HISTORICAL NOTE: built for William Robinson, proprietor of 'The Garden'. "

An extensive appraisal of the building's significance (including the building's history and assessment of the building's interior and exterior) by Dr Miller¹ was submitted to the Council in 2010 in connection with a planning and listed building application for new uses and alterations to the building (application nos. 2010/3759/P and 2010/3760/L). Both applications were approved.

¹. Nos. 40 and 42 Kingsway, Camden LB: Building Appraisal June 2010 by Dr Mervyn Miller.

It was noted by Dr Miller that the façade by Lutyens (from the available evidence) appears to have remained virtually unaltered and that the ground floor and mezzanine were proportioned to include a full entablature, with triglyph frieze.

The proposed alternative designs for the projecting sign and menu board are minor in nature compared to the signage and menu board permitted earlier this year and in this context should preserve the building's special interest and setting in the conservation area. The proposed awning over the right hand entrance doors is a small scale feature such that it is contended should not diminish the grandeur of the façade or the clarity of the original office entrance doors. The awning is in any event a reversible feature. The significance of the façade would still be read it is contended with the proposed alterations to the building's front elevation.

It is therefore concluded that the proposed changes to the front of the building would neither harm the building's significance nor detract from the building's setting in Kingsway Conservation Area.

The planning authority is therefore invited to view the applications favourably and to **grant** listed building and advertisement consents.

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