

Delegated Report

Expiry Date:

31/01/2013

Officer

Victoria Pound

Application Number(s)

2012/6546/A

Application Address

Africa House
64-78 Kingsway
London
WC2B 6AG

Application Type

Advertisement Consent

1st Signature

2nd Signature
(If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1x banner sign fixed to scaffolding on front elevation of existing building for a temporary period between 01/01/13 and 01/01/18.

Consultations

Summary of consultation responses:

N/A

Site Description

Large Grade II listed office block by Trehearne and Norman dating from 1921-2 and located within Kingsway Conservation Area. The building is 6 storeys in height with 2 additional storeys set back at attic level; it is steel-framed and clad with Portland Stone.

Planning permission and listed building consent applications were granted in 2009 for a roof extension and other alterations; these works are currently underway and the building is scaffolded. The works are nearing completion and are expected to be finished by mid 2013.

Relevant History

2007/4180/P & 2007/ 4111/L - **Planning permission and listed building consent granted** 9 November 2007 for *Refurbishment of building including erection of new roof extension and rear extension, works to entrance hall and reception area, works to office core and lightwell, opening up of floorplates, replacement of existing windows and cleaning of frontage*. **Amended** scheme approved 31/03/2009 (2008/5547/P & 2008/5551/L).

Relevant policies

LDF Core Strategy and Development Policies

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

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

A non-illuminated banner sign is proposed to be located on existing scaffolding, on the front elevation of the building between ground and first floor level. The proposed banner measures 27m x 3m and will be affixed to the scaffold, and not to the listed building behind.

Consent is sought for a period of five years; however, the scaffold is anticipated to be removed by June 2013 upon completion of the main building works. Any advertisements permitted should therefore be removed on or before this time to preserve the visual amenity of the area.

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 building is currently scaffolded and its front elevation hidden whilst works are underway. The banner will not further obscure any architectural features of the building whilst the scaffold is in place, and is considered to be acceptable in terms of its proportions position on the building (broadly at fascia level).

It is not considered that the sign would be unduly obtrusive in the street scene nor disturb 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 advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

It is recommended that a time-limit condition is attached to any consent which ensures that the banner is removed on or before the removal of the scaffolding which is associated with the building works, and not later than the end of July 2013, in order to preserve the visual amenity of the area.

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