

Delegated Report		Analysis sheet		Expiry Date:		19/09/2011	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Fergus Freaney				2011/3167/A			
Application Address				Drawing Numbers			
129 - 133 Kingsway London WC2B 6NH				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of x2 internally illuminated fascia signs and x2 internally illuminated projecting signs in connection with existing shop (Class A1).							
Recommendation(s):		Grant Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: *Please Specify		Covent Garden Community Association – No objection.					

Site Description

The site is located on the corner of Kingsway and High Holborn. It comprises an eight storey commercial building with retail at the ground floor and office space above.

The site is not a listed building, but is within the Kingsway Conservation Area. Adjacent to the site at 212 High Holborn and 125-129 Kingsway are two Grade II listed buildings.

Relevant History

2010/1190/P - Installation of cash machine (ATM) to existing shopfront (Class A1), on Kingsway elevation adjacent to existing ATM. *Approved 26/04/2010*

2010/1779/A - Display of two internally illuminated fascia signs on High Holborn elevation and corner of Kingsway/High Holborn elevation and two internally illuminated projecting signs to High Holborn and Kingsway shopfronts (Class A1). *Approved 10/06/2010*

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth and development

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

Camden Planning Guidance 2011

Kingsway Conservation Area Statement

Assessment

Proposal:

Permission is sought for minor alterations to the existing fascias to install new internally illuminated lettering and the display of 2x internally illuminated projecting signs on elevations fronting Kingsway and High Holborn.

Assessment:

The supermarket is a corner unit with entrances on High Holborn and Kingsway, the proposal would see the fascias above both entrances slightly altered to change the internally illuminated lettering from 'Sainsbury's Central' to 'Sainsbury's Local'. The lettering would be 3D built up with a maximum height of 80cm, each letter would be internally illuminated to a level of 800cd/m.

2x internally illuminated projecting signs measuring 60cm in height x 90cm in width x 10cm in depth would be displayed (one on each elevation).

The proposal is considered to be acceptable as it is a minor change to the existing situation and would not harm the character or appearance of the host building or wider conservation area. Similar signage has been approved recently under application ref 2010/1779/A. There would be no impact on highway or pedestrian safety. The signage is located at more than 2m above ground level and is in an area where illuminated signage is a prominent feature.

The proposed drawings indicate that an ATM is to be installed adjacent to an existing ATM, for the avoidance of doubt it should be noted that this has been approved under application reference 2010/1190/P.

Recommendation: Grant Advertisement Consent

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