

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		16/10/2007	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Carlos Martin				2007/4173/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
129-133 Kingsway London WC2B 6NH				Refer to Draft Decision Notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Display of internally illuminated fascia and projecting signs.							
<b>Recommendation(s):</b>		Grant Advertisement Consent					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
<b>Summary of consultation responses:</b>		None					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		None					

## Site Description

Retail ground floor unit within an office building located on the west side of Kingsway. The site is within Kingsway Conservation area and the UDP designated Central Area.

## Relevant History

2003: Advertisement consent granted for Display of 2 internally illuminated fascia signs and 1 internally illuminated projecting sign.

## Relevant policies

UDP (2006): B4b & B7.

Camden Planning Guidance.

Kingsway Conservation Area Statement.

## Assessment

Advertisement consent is sought for the display of a fascia sign and a projecting sign to a retail unit within a conservation area.

The proposed fascia sign would be displayed over the existing fascia board, which would remain, and would feature white lettering and the company's logo over a purple background. Only the central 'Boots' sign would be illuminated, whilst the lettering either side would be non-illuminated.

The proposed projecting sign would feature the international green pharmacy cross over the same background on both sides and would be located on the same position where it stands the existing projecting sign. Internal fluorescent tubes with static illumination would illuminate both signs.

The proposed fascia sign would not be inconsistent with the existing character of this contemporary building and its surrounding environment and would respect the architectural features of the existing shopfront. It is of a satisfactory design and appearance and would not compromise the visual amenity of the conservation area nor highway safety. The location, size and illumination of the fascia sign would broadly comply with Council's guidelines for advertisement and signs and would not cause any foreseeable adverse effect on public safety or neighbouring residential amenity.

The proposed projecting box sign benefits from deemed consent under Class 5 of the Advertisement Regulations, and such does not require consideration.

**Recommendation:** Grant advertisement consent