

10th April 2017

London Borough of Camden
Planning Services
5 Pancras Square
London
N1C 4AG

Dear Sirs,

65 Kingsway, London WC2B 6TD

Listed Building Consent Application – Proposed External Signage & Minor Internal Works – Design and Access Statement & Heritage Statement

On behalf of our Client, Soho Coffee Shops Ltd, SF Planning Ltd have been instructed to prepare this listed building consent application to the London Borough of Camden in relation to the display of advertisements and other minor internal and external works for shop fit out at no.65 Kingsway, as detailed on the submitted drawings and application forms.

Please find enclosed the following application documentation submitted electronically via the planning portal (Ref: PP-05978950);

- Site Plan;
- Existing and Proposed Plans;
- Advertisement Details;
- Design & Access Statement (incorporating HBIA – this letter);
- Application Forms;

Please note a separate application for advert consent has been submitted alongside this application.

Site

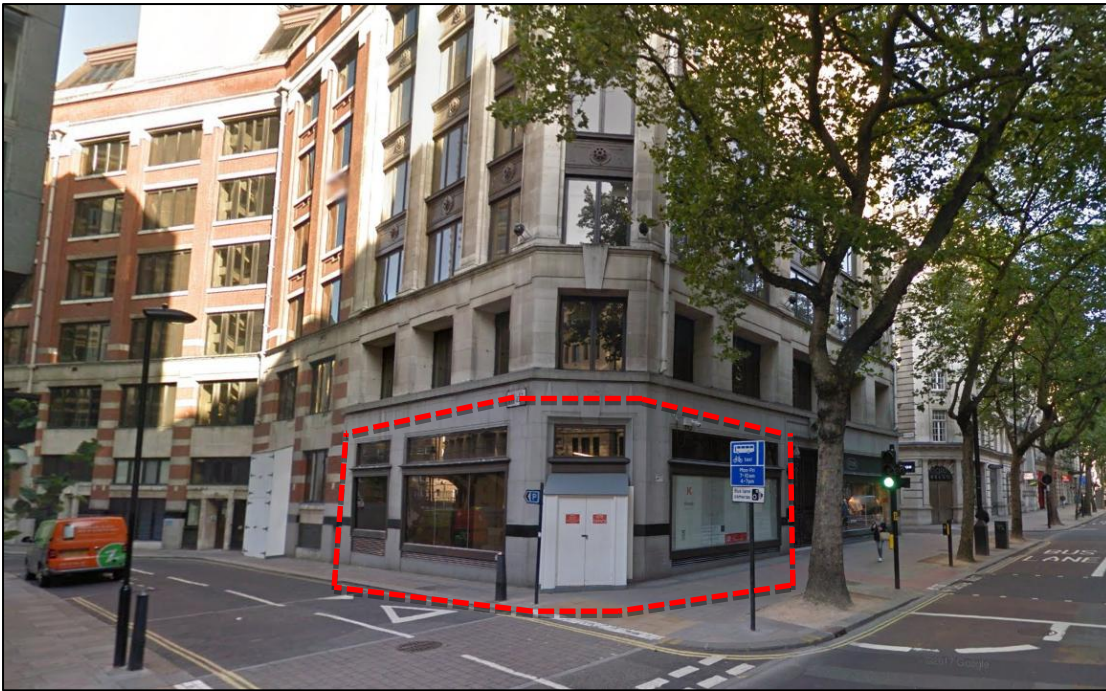
The site comprises of a 6 storey mixed use building with a basement and attic storey on the western side of Kingsway, between Wild Court and Keeley Street. The building is Grade II listed dating from c1911 originally built for Kodak and has office uses on the upper floors and retail uses on the ground floor.

The application site is located within the Kingsway Conservation Area and also forms part of the Holborn Central London Frontage and is designated as a secondary frontage.

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REGISTERED NO: ENGLAND 06114677



View of site looking northwest from Kingsway

Statement of Significance

The building is designated Grade II and the listing description notes the building was designed by Sir John Burnet and Partners for Kodak. In terms of its construction the building was built by Allen Construction Co. and is of steel framed with Portland stone facing and bronze spandrel panels emphasising the method of structure.

The exterior of the building retains many attractive features including prominent window bays to the main frontage and return with post 1973 glazing. At ground floor level, the building has plate glass frontage with a central doorway with bolection moulded surround and flanked by bronze torches.

In terms of the interior, the building retains original staircases including the principal staircase to 1st floor level constructed of marble with bronze handrail. In terms of the ground floor unit subject to this application, little of the interior of is any merit having been adapted over the years for various commercial uses (see photos within Appendix A).

Proposals

The proposals seek listed building consent for the installation of two externally illuminated hanging signs measuring 600mm x 600mm.

Internal signage and other minor internal works consisting of a shop fit out are also proposed including the insertion of partitions to provide a DDA compliant WC and further adjacent WC and associated pipe runs as detailed on the accompanying drawings.

Justification & Historic Building Impact Assessment

Paragraph 67 of the National Planning Policy Framework (NPPF) sets out control over outdoor advertisements should be efficient, effective and simple in concept and operation. The policy document goes on to state only those advertisements which will

clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment.

The NPPF goes on to state advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

In terms of heritage, paragraph 17 of the NPPF seeks to conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

In addition, paragraph 126 and 131 set out the Local Planning Authority should consider the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation

In terms of relevant Development Plan policies, Core Strategy Policy CS14 considers heritage assets and sets out the Council will ensure that Camden's places and buildings are attractive, safe and easy to use through a number of criteria including preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings.

Camden's Development Policy DP30 relates to shopfronts (not explicitly advertisements), with the Council expecting a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.

Policy DP25 relates to Conserving Camden's heritage. In relation to conservation areas the policy states that in order to maintain the character of Camden's conservation areas, the Council will (amongst other criteria) only permit development within conservation areas that preserves and enhances the character and appearance of the area.

In relation to listed buildings, Policy DP25 states development will be permitted where proposals would not cause harm to the special interest of the building or its setting.

As detailed on the submitted drawings, the adverts are proposed to be externally illuminated, positioned on slim line brackets to the Kingsway and Keeley Street frontages. The hanging signs, would be of traditional proportions measuring 600mm x 600mm on a hanging brackets and externally illuminated via new discrete lighting.

The design of advertising respects its locality, largely replicating the existing signage and proposes to use appropriate materials of high quality. The advertisements are considered to reflect the overall character of this part of the Kingsway Conservation Area, replicating other signage in the vicinity.

Internally, the proposals involving the shop fit out would help secure a long term viable use for the unit. Little of the interior of is any merit having been adapted over this years for various commercial uses and the unit is essential a concrete shell as demonstrated on the accompanying photographs in Appendix 1.

The main internal works include the insertion of partitions to provide a DDA compliant WC and further adjacent WC and associated pipe runs as detailed on the accompanying drawings.

The proposed minor internal works for the shop fit out would preserve the heritage asset, retaining the plan form and principle openings. The WC partitioning would be located in a sensitive position within the shell of the unit. In addition, the majority of the historical and architectural merit of the building relates to the exterior, staircases and upper floors of the building.

The scheme is of a minor nature and wholly acceptable in heritage terms and would sustain the significance of the heritage asset in this case.

Conclusions

The proposals should be considered to be wholly acceptable in terms of the interests of amenity and public safety, taking account of cumulative impacts and are in accordance with the principles of the NPPF and Development Plan. The works are minor in nature and wholly acceptable in heritage terms and would sustain the significance of the heritage asset in this case.

We look forward to confirmation of receipt of this application and the appointed case officer shortly.

Please do get in touch with any queries you may have.

Yours sincerely,

Paul Jenkins MRTPI

APPENDIX 1 - Internal Photographs

