

Mr Paul Jenkins  
SF Planning Limited  
12 Royal Crescent  
Cheltenham  
GL50 3DA

Application Ref: **2017/2090/L**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

26 May 2017

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**65 Kingsway**  
**LONDON**  
**WC2B 6TD**

Proposal:

External and internal alterations to the shop, including 2 externally illuminated projecting signs and internal advertising vinyls

Drawing Nos: OS Map; Cover Letter (revised 21/04/2017); [1702-] 01B, 06, 07; V1694(53)001-P1-A1; V1694(52)001-P1-A1; Signage Proposal 18.04.2017 - Elevations, Detailed Signage (4 pages); [917104] E, G.

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 All new work and work of making good shall be carried out to match the original work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy



DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 2 All new external and internal works and finishes and works of making good to the retained fabric, shall match the existing adjacent work with regard to the methods used and to material, colour, texture and profile, unless shown otherwise on the drawings or other documentation hereby approved or required by any condition(s) attached to this consent.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 4 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Informative(s):

- 1 Reason for granting consent:

The proposed projecting signs are considered to be acceptable in terms of size, design, location and method of illumination and they do not harm the appearance and setting of this listed building.

With regard to the external alterations, there is little if any historical fabric left inside the shop unit of the listed building following various adaptations over the years. The refit would entail the addition of new partitions, the creation of toilet facilities and associated pipe runs, and the commercial furnishing/equipment. The fit out would, however, retain the plan form and principal openings and would entail very limited if any loss of historical fabric.

A large bay window is to be obscured by the use of advertising vinyl, to enable the addition of a disabled toilet within the shopfloor. This would have a limited harm to the appearance of the host building, and is easily reversible. The rest of the commercial vinyls are to be applied at upper level of the glazing and will not interfere with the transparency of the shopfront.

The proposal is considered to be acceptable in terms of design, scale, location and materials, and would preserve the appearance and character of the host listed building and would not harm the setting of the host and adjacent listed buildings.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

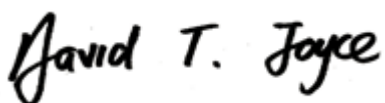
As such, the proposed development is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, policy DP25 of the London Borough of Camden Local Development Framework Development Policies, and policy D2 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016 and the National Planning Policy Framework.

- 2 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



David Joyce  
Director of Regeneration and Planning