

Ms Sascha Axtell
Omega Signs
Newmarket Approach
Leeds
LS9 0RJ

Application Ref: **2017/3427/A**
Please ask for: **Matthew Dempsey**
Telephone: 020 7974 **3862**

7 August 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
58 Kingsway
LONDON
WC2B 6DX

Proposal:

Display of 1 x externally illuminated fascia sign above main entrance to Bar and 5 x awnings above existing windows.

Drawing Nos: Site location plan, Existing and proposed plans No. 25223pl02 pages 1-10.

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

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or



aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 Reasons for granting consent.

The proposal is for permission to install updated signage to an existing 'All Bar One' licensed premises. The existing shop frontages on Kingsway and Remnant Street, particularly the existing awnings are in a poor condition. The proposed new fascia sign above the main entrance is not very different from the existing sign currently in place here. The new awnings are of a better design and shall fit the window openings to enhance the architecture of the building. It is considered the proposal will see an improvement to the visual amenity of the premises.

The signage is considered appropriate in size, design, method of illumination and location and will not harm the appearance of the street scene or the character of Kingsway conservation area. There are no listed buildings immediately adjacent to the host building, however the Roman Catholic Church of St Auselm and St Cecilia is in the close vicinity, the proposal will not harm the setting of this Church or the proximity of other listed structures in nearby Lincoln's Inn to the rear. It will not harm pedestrian and vehicular safety.

Special regard has been attached to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.66 and s.72 of the Planning (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.

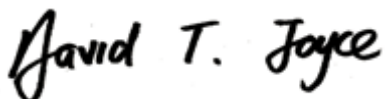
As such, the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning