

Application ref: 2020/4484/A
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Savills
33
Margaret Street
London
W1G 0JD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

88 Kingsway
London
WC2B 6AA

Proposal:

Installation of 1x fascia sign and 2x signs beside front entrance door

Drawing Nos: T91100 Rev.P01; T10200 Rev.P01; T20200 Rev.P03 and T20D01 Rev.P02.

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 Reason for granting permission-

The proposal includes two small scale Nickel bronze metallic colour painted aluminium metal signs with cut-out letters on either side of the main entrance on the corner of Kingsway and Gate Street. The large sign covering the window above the entrance door will be replaced with a Nickel bronze metal coloured sign cut-out letter fixed to a clear plexi backing sheet which is hung with nickel bronze metallic coloured aluminium rods. This sign will be back lit to follow the profile of the letters.

It is considered that its replacement would give a less cluttered appearance. The style and level of signage is commonly found within the area and is considered appropriate. The signage is considered to be acceptable in terms of size, design, location and method of illumination. It would preserve the appearance and character of the host building, streetscape and conservation area.

The proposal would not impact on amenity in terms outlook, nor would it be harmful to either pedestrian or vehicular safety.

The location of the sign is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Planning consent has been granted for the alterations to the front elevation under planning ref. 2020/3969/P.

The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2021 and the National Planning Policy Framework 2019.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer