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**FAO: Laura Hazelton**

1 September 2021

**Our ref: LJW/AKG/KFO/J10003**

**Planning Portal ref: PP-10123616**

Dear Laura,

**Space House, 1 Kemble Street and 43-59 Kingsway, London, WC2B 4TE**  
**Application for Advertisement Consent**

We have been instructed on behalf of our client, SLQR Trustee No. 1 Limited SLQR and Trustee No.2 Limited as co-trustees for SLQR Unit Trustee No. 3, to submit an application for advertisement consent in respect of hoarding along the site boundary of the development site at 1 Kemble Street and 43-59 Kingsway, WC2B 4TE.

**Background**

Planning permission (ref. 2019/2773/P) and listed building consent (ref 2019/2790/L) were originally granted for the refurbishment and change of use of the site on 26 November 2019. The development permitted by these applications was implemented on 1 March 2021.

Two applications (planning reference. 2021/1106/L and 2021/1058/P) are currently being considered by the Council which seek minor material amendments to the approved scheme. Upon approval, these shall become the operative permissions on site.

Planning application (2021/0351/P) and associated listed building application (ref. 2021/0318/L) were approved for the demolition works on the 16 March 2021.

In addition, applications to discharge the conditions attached to the parent listed building consent have been submitted by the Applicant and are pending decision with Camden.

**Site and Surroundings**

Space House (1 Kemble Street) and 43-59 Kingsway. Space House is a 17-storey cylindrical building that was Grade II listed in 2015 (1 Kemble Street). 43-59 Kingsway, the rectangular block facing Kingsway, comprises a ground plus 7 storey building.

Space House is not within a Conservation Area but is adjacent to the Kingsway and Seven Dials (Covent Garden) Conservation Areas in Camden, and the Strand Conservation Area in the City of Westminster. The rectangular Kingsway block falls within the designation of the Kingsway Conservation.

The site is also within the setting of several listed buildings, including the Grade II-listed Kodak House, the Grade II\* Connaught Rooms; the Grade II\* Freemasons Hall, the Grade II-listed Bruce House, and the Grade II-listed Kingsway Chambers and 40-42 Kingsway.

The surrounding area is largely commercial in nature, comprising of retail and offices but also educational facilities, with City Lit located opposite the site. Residential properties are also located within proximity to the site; Peabody residential estate lies to the south.

## **Proposals**

The applicant proposes to install a hoarding along the site boundary as building works progress, replacing existing hoarding on site. The proposed hoarding has been designed in three distinct tranches along Keeley Street, Kingsway and the Wild Street / Kemble Street elevations, which, taken collectively, would deliver a cohesive design that sensitively responds to the listed building on site, the conservation areas and the commercial and residential uses of the immediately surrounding area.

The proposed hoarding is sought for a temporary period of approximately two years to May 2023 and would be installed in the same location as the existing construction hoarding on site.

The dimensions of the proposed hoarding are:

- Kingsway Hoarding: 2.1m (h) x 61.44m (w)
- Keeley Street Hoarding: 2.1m (h) x 111.38m (w)
- Wild Street / Kemble Street Hoarding: 2.1m (h) x 100.32m (w)

The hoarding shall be printed and fitted onto ACM/Dibond which will be weatherproof and washable. There will be four gates within the hoarding to maintain access to the site.

## **Planning Policy**

Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires proposals to be determined in accordance with the statutory development plan unless material considerations indicate otherwise.

The statutory development plan consists of:

- The National Planning Policy Framework ('NPPF') (as updated July 2021);
- The London Plan, being the Spatial Development Strategy for Greater London (2021); and
- The Camden Local Plan (2017)

Relevant supplementary planning guidance for the site includes the Regent's Canal Conservation Area Appraisal and Management Strategy (2008).

## **Statutory Legislation**

As the proposed hoarding is partially located within a conservation area and surrounds the perimeter of a Grade II listed building, statute regarding the historic environment is relevant.

Section 66 of the Planning (Listed Buildings and Conservations Area) Act 1990 sets out that local planning authorities should pay special regard to the desirability of preserving a listed building or its

setting or any features of historic or architectural interest which it possesses when considering applications.

Section 72 of the same Act states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of conservation areas.

## **Planning Assessment**

### Signage, Design and Heritage

Camden Local Plan Policy D1 seeks to ensure development respects local context and character, preserves or enhances the historic environment and heritage assets, is of sustainable and durable construction and is adaptable to different activities and land uses and comprises details and materials that are of high quality and complement the local character. Local Plan Policy D2 seeks to preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings.

Local Plan Policy D4 requires advertisements to “**preserve or enhance the character of their setting and host building**” and to “**respect the form, fabric, design and scale of their setting and host building.**” Advertisements which preserve the character and amenity of an area and enhance heritage assets and conservation areas will be supported.

Paragraph 1.20 of Camden Planning Guidance on Advertisements (2018) states that hoarding advertisements will be considered acceptable if an area has a mix of uses or is predominantly commercial in use, where the advert relates satisfactorily to the scale of the host building or feature and its surroundings.

The hoarding design is demonstrated in greater detail within the submitted Design Pack, prepared by Made Thought. The hoarding has been sensitively designed to be sympathetic to the site and its surroundings and would preserve the character and appearance of the listed building on site, the Kingsway Conservation Area and the existing amenity of sensitive neighbouring uses.

The scale of the proposed advertisement is in keeping with the buildings on site and the surrounding area, mirroring the grain of the site perimeter and extending no higher than 2.1m from ground level, ensuring that the hoarding appears as an integral (albeit temporary) feature of the site whilst protecting from any harm to pedestrian or vehicular safety.

No illumination is proposed along the Wild Street elevation to ensure that the amenity of neighbouring residents of the Peabody Estate is protected. Where lighting is proposed, this is located along the hoarding elevations that front onto areas that are principally commercial in nature. The proposed illumination will function as health and safety lighting, having regard to the site and on the public highway. It will also emphasize the design quality of the hoarding with most illuminated elements proposed along the Kingsway facade. As agreed with Camden's planning officer, further details will be provided on the proposed lighting in due course.

The proposed hoarding would activate the streetscene during the construction phase of the approved development and would promote the completed development. Students from City Lit (which is located on the opposite side of Keely St to the north of the Site) have also provided artwork for the hoarding which depict the Site and again, would promote the development whilst supporting art students at the college.

It is therefore considered that the proposed hoarding would contribute to improving the attractiveness of the construction site during the construction phase of the approved development, whilst not presenting a public hazard, nor adding visual clutter or harming the existing character and amenity.

As such, the proposed advertisement is in line with Camden Local Plan Policies D1, D2 and D4 and CPG.

## **Conclusion**

The proposed signage will preserve the character and appearance of the Kingsway conservation area and the Grade II listed building.

The proposed signage is in-keeping with the commercial character of the area and sensitively responds to the neighbouring residential use by omitting illumination from the Wild Street elevation. It is therefore considered that the proposed hoarding will not lead to an adverse impact on amenity or public safety.

It is considered that the application complies with the relevant statutory tests, the NPPF and policies within the Camden Local Plan. It is further considered that there are no material considerations of sufficient weight to determine that the application is other than in accordance with the Development Plan. As such it is considered that this application for advertisement consent should be approved.

## **Application Documentation**

As part of the submission of the application on the Planning Portal, we enclose the following documents:

- A copy of this cover letter;
- Advertisement Consent application forms duly completed and signed;
- Design Pack, prepared by Made Thought ; and
- Existing and Proposed plans, sections and elevation drawings (included within the Design Pack).

The application fee of **£462** has been paid concurrent to the submission of this application.

We trust that you have everything required to progress with the determination of this advertisement consent application.

In the meantime, should you have any questions, please do not hesitate to contact Sophie King or Katie Fong of this office.

Yours faithfully,



**Gerald Eve LLP**

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