

Delegated Report			Expiry Date:	19/05/2010
Officer			Application Number(s)	
Leela Muthoora			2017/6901/A	
Application Address			Application Type:	
101 Kingsway London WC2B 6QU			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign. (Retrospective).				
Consultations				
Summary of consultation responses:		None received for advert application.		
Site Description				
The site is located on the west side of Kingsway at the ground floor of nos. 99-107, known as Kingsway House. The application site comprises a central small ground floor retail unit. The site is located in the Kingsway Conservation Area and the building is not listed but is considered to make a positive contribution to the area.				
Relevant History				
2017/6356/P – Retrospective application to retain the shopfront – withdrawn as now lawful having been in place for 4 years.				
Relevant policies				
Local Plan 2017 D1 (Design) D2 (Heritage) D4 (Advertisements)				
CPG Advertisements 2018 Kingsway Conservation Area Statement.				
Town and Country Planning (Control of Advertisements) (England) Regulations 2007				
Assessment				
Proposal - The application relates to the retention of an overly large internally illuminated fascia sign and a projecting sign.				
Unfortunately the shopfront on which the advertisement is located is <u>is</u> now been lawful due to the passage of time. The previous shopfront shown below was timber with a traditionally proportioned fascia sign.				

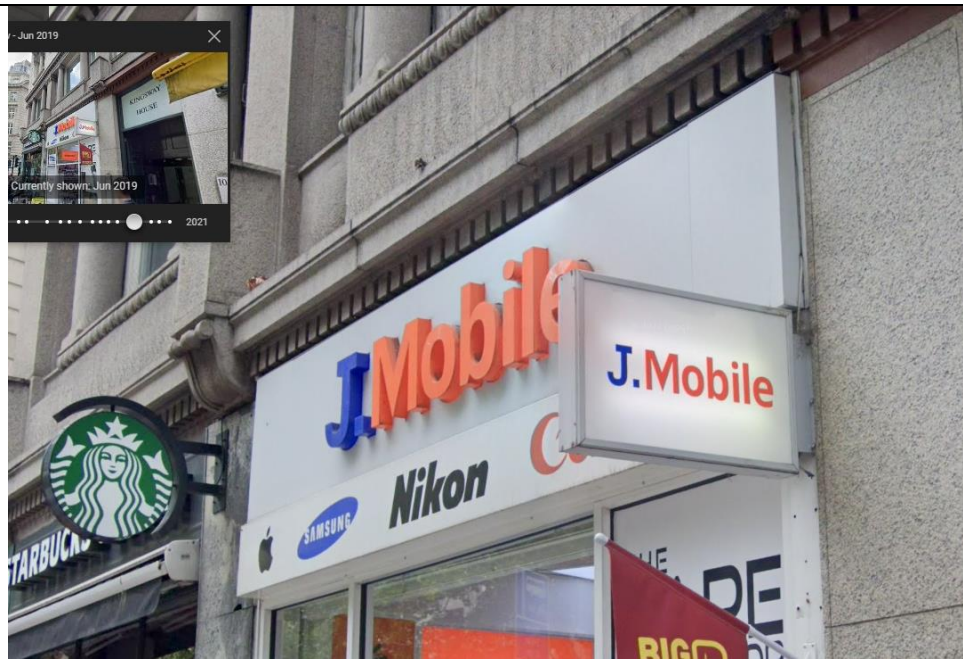


The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity - CPG – Advertisements advises that ‘advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings’.

The Kingsway Conservation Area Statement advises that the relationship between the shops and commercial premises are of particular concern within the Conservation Area. It states that ‘some insensitive change has occurred along these frontages and many of the existing shopfronts and their signage are not of great merit, however their setting within the mainly large Portland stone buildings are paramount to the preservation and the enhancement of the Conservation Area. It being a commercial area there is pressure for fascia and projecting illuminated advertising. The demand for shop units and apparent regularity of shop tenants changing hands has meant that the problem needs to be constantly monitored. It also means there is likely to be the opportunity for improvement in the quality of shopfronts’.

The Statement advises that in Kingsway and Holborn with its character deriving from predominately 20th century development internally illuminated box signage may be acceptable if the depth and bulk are appropriate in scale with fret cut or halo lit lettering.



The fascia is oversized with advertisements added to the shutter box further extending the scale of the addition with the proportions of the previous smaller appropriate sized fascia replicating the unit to the left has been completely destroyed. The unsuitable depth is out of scale clearly projecting from the fascia to a level which is out of character with the adjacent shopfronts. Whilst only the lettering on the fascia is illuminated the fascia on which it is located is unsuitable. The fascia, by reason of its inappropriate scale and depth has a detrimental impact on the character and appearance of the shopfront, the host building and the wider conservation area.

The protecting sign is uncomfortable positioned below fascia level and is a completely internally illuminated box. The method of illumination is unsuitable for the location within a conservation area. Neighbouring signs are either hanging signs with only letters illuminated or external illumination. The host building makes a positive contribution to the conservation area and the impact additional clutter is therefore harmful.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

It is considered that the advertisements results in less than substantial harm to the character and appearance of the area of the Kingsway Conservation Area.

Paragraph 196 of the NPPF states that “Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.” There are no public benefits from the advertisement.

Public Safety

Given the position of the fascia and the fact the illumination is static it is not considered to raise public safety issues in terms. The overall luminance levels of the advertisements appear acceptable. If permission was approved a condition would be recommended to control the levels.

Recommendation: Refuse and warn of prosecution action

The fascia sign, by reason of its inappropriate scale and depth has a detrimental impact on the character and appearance of the shopfront, the host building and the wider conservation area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

The projecting sign, by reason of its method of illumination, size and location adding harmful clutter, has a detrimental impact on the character and appearance of the shopfront, the host building and the wider conservation area contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

The owner will be given 3 months to remove the unauthorised advertisements (fascia, projecting sign and shutter box) or prosecution action will be taken.

The Director of Culture and Environment will instruct the Borough Solicitor to take prosecution action unless the unauthorised advertisements (fascia, projecting sign and shutter box) are removed within 3 months from the date of this decision.