

Application ref: 2022/5027/A
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Rebels Design
3 Tower Street
Brightlingsea
CO7 0AL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

86 Kingsway
London
WC2B 6AG

Proposal:

Display of 3 non-illuminated fascia signs to Kingsway and Gate Street and corner elevations.
Drawing Nos: PJ2328-P-01; PJ2328-P-02; PJ2328-P-03; PJ2328-P-04

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 application site relates to a basement and ground floor commercial premises located on the junction of Gate Street on the eastern side of Kingsway. It is identified as making a positive contribution to the Kingsway Conservation Area.

The proposed signs are acceptable in terms of size and location, and appropriate in detailed design. The signs are modest in scale and consistent with the shopfront. They would respect the architectural features of the building, with one sign per elevation, positioned between the shopfront and stone surround and would not extend above ground floor level. Due to the variety of signs within the street frontage and scale of the host building, they would not be considered unduly dominant in the street scene. In this context, the proposals would not harm visual amenity of the street frontage and would respect the character and appearance of the Kingsway Conservation Area.

In terms of size and siting, the signs would be in a typical location. They would have no significant harm to residential or visual amenity, and they would not harm pedestrian or vehicular safety.

No objections have been received prior to making this decision. The sites' planning history was considered in the determination of this application.

As such, the proposal is in general accordance with policy D4 of the Camden Local

Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

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

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the typed name.

Daniel Pope
Chief Planning Officer