

Application ref: 2024/0617/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:
85 Gray's Inn Road
London
WC1X 8TX

Proposal: Display of new non-illuminated metal signage on Gray's Inn Road elevation above front entrance canopy.

Drawing Nos: Front elevation images ND54148_GPF_Project Anatomy_JJ_Rev3 1, Side (pavement) elevation 41799-017_C Rev A, 0000 Site Site Plan

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 advertisement consent:

The proposal is for the installation of a 5.35m wide non-illuminated metal sign to display the address of the building above the glazed entrance on Gray's Inn Road. It would be 0.214m in height.

A 'proposed canopy' above the entrance, 2.85m above the footway, has been shown on the application drawings Front elevation - streetscene images ND54148_GPF_Project Anatomy_JJ_Rev3 1 and 41799-017.

It is not 100% clear if the canopy forms an integral part of the sign. If it does not then it may require planning permission. An informative is to be added to this effect.

Applications for advertisements should be assessed in accordance with their impacts on amenity and safety.

The proposals are acceptable in amenity terms. The size, siting and design of the sign would be appropriate on the building, not detracting from the character or appearance of the building or the Conservation Area. The sign would be accommodated within the stonework fascia above a main entrance to the building and it would be of an appropriate size and materials such that it would preserve the

visual amenity of the building. It should be noted that neighbouring buildings also have canopies above their ground floor entrances/frontages.

No neighbouring occupiers would be affected in terms of light or outlook.

Situated 2.85m above the pavement, the sign (and 1.2m projecting canopy) would not impede, obstruct or impair the free flow or safety of any users of the highway. There would be no undue risk to the safety of any pedestrians, motorists or cyclists.

No objections were received prior to the determination of the application and the planning history of the site has been taken into account when coming to this decision.

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with Policies D1, D2, and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 The canopy which is shown on application drawings Front elevation - streetscene images ND54148_GPF_Project Anatomy_JJ_Rev3 1 and 41799-017 may need planning permission. If this is the case, then a separate planning application should be submitted and planning permission obtained.

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 2023.

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

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

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully



Daniel Pope
Chief Planning Officer