

Planning and Building Development  
London Borough of Camden  
5 Pancras Square, London  
N1C 4AG

12<sup>th</sup> March 2024

CP2024/15  
BY PLANNING PORTAL

Dear Sirs

## ADVERTISEMENT CONSENT

### 344 GRAY'S INN ROAD, LONDON, WC1X 8BX

I am instructed by my client, Tyler & Gibbs ("**the Applicant**"), to submit an application for advertisement consent for the following development ("**Proposed Development**") at 344 Gray's Inn Road, London, WC1X 8BX ("**the Site**"):

*"Display of one fascia sign with internally illuminated lettering."*

Accordingly, I enclose the following information:

- Completed application forms;
- Completed CIL form; and
- Existing and proposed drawings prepared by City Planning - CP-2024-15 | P-01.

In addition, I can confirm a requisite fee of £165.00 will be made via Planning Portal to determine this application.

#### a. Site and Surroundings

The Site is located on the northern side of Gray's Inn Road between junctions with St Chad's Place and Britannia Street. It consists of a commercial unit located on the southern end of the ground floor of a five storey building at 344-348 Gray's Inn Road, also known as Pioneer House ("**PH**"). PH is a red brick building with stone detailing and white windows on the upper floors. The Site was previously occupied by Lloyds Bank for many years, however, all corporate detailing has been removed since Lloyds vacated the unit (see Figure 1 below).

Figure 1. View of the Site from Gray's Inn Road in September 2022 once Lloyds Bank vacated the premises (Google Streetview).



In terms of the wider surrounding area, it has a mixed character with commercial units lining both sides of Gray's Inn Road and a mix of residential, commercial and other uses on the upper floors. The units vary in size from small shops in historic terraces to larger units in post-war buildings. The signage on the units also varies widely in material, colour and style.

Finally, the Site is located within the King's Cross / St Pancras Conservation Area. For the avoidance of doubt, the Site is neither nationally nor locally listed.

## **b. Planning History**

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This section first sets out the planning history relevant to the Site, followed by other relevant applications.

### **The Site**

On 28<sup>th</sup> November 2006, an advertisement consent (LPA ref: 2006/5030/A) was granted for the *"Display of an internally illuminated fascia sign and two internal illuminated projecting signs"*. The approved signage was located at the fascia level and extended to the full width of the unit. The fascia sign was white, measuring 14.18m in length and 0.53m in height with three evenly spaced corporate logos. When determining the application, the Council's officers considered that the internally illuminated signage was acceptable in terms of amenity and public safety. It was concluded that given the above and the location of the Site with a large setback from the road, the proposal would not harm the character and appearance of the conservation area.

Figure 2. Lloyds bank signage approved in November 2006.



More recently, on 18<sup>th</sup> February 2013, advertisement consent (LPA ref: 2013/0728/A) was granted for *"Display of internally illuminated fascia, 2 internally illuminated projecting signs and internally illuminated ATM header, all to existing shopfront (Class A2)"*. The fascia sign was made of powder coated aluminium in green with white, internally illuminated lettering. It measured 15.5m in length and 0.5m in height and extended the full length of the unit's frontage.

Figure 3. Updated signage for Lloyds bank approved in February 2013.



## Other relevant applications

Most recently, an advertisement consent (LPA ref: 2022/4843/A) was granted on 15<sup>th</sup> January 2023 at 324 Gray's Inn Road for the *"Display of replacement signage on Gray's Inn Road and Swinton Street elevations, including 3 x internally illuminated fascia signs, 2 x internally illuminated projecting signs and 1 x internally illuminated sign above front entrance within recess."* This site is also located in the King's Cross / St Pancras Conservation Area.

The approved signage extended along the front and side elevation of the ground floor unit. Similarly to the applications determined on Site, it was considered that individually illuminated letters can be considered acceptable.

## c. Proposed Development

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This section should be read alongside the proposed drawings. The advertisement consent is sought to display one fascia sign above the existing shopfront fronting Gray's Inn Road. The sign will advertise the new tenant of the unit and will read 'London Luggage Co.' The proposed signage will measure 0.7m in height, 14.8m in width and 0.1m in depth. Individual white illuminated letters will be mounted on a non-illuminated black powder coated aluminium background. The lettering will be 0.6m in height and 7.4m in width. The signage will be similar in size and scale to those previously approved on Site.

## d. Planning Policy

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The development plan for the Site is as follows:

- Camden Local Plan ("CLP") (2017); and
- London Plan ("LP") (2021).

The emerging Draft Local Plan is in the early stages and therefore, holds very little weight in determining any applications.

In addition, regard has been given to the following guidance/documents:

- Advertisements CPG (2018);
- Design CPG (2021); and
- King's Cross / St Pancras Conservation Area Statement (2004).

## e. Policy Considerations

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Supporting paragraph 7.81 to policy D4 of the CLP states that advertisements are [our emphasis]:

*"[...] only controlled in respect to their effect on amenity and public safety."*

In regards to visual amenity, Policy D4 of the CLP states that advertisements will be supported where they respect and preserve the character and appearance of their setting and host building. Paragraph 7.85 states that the appearance of illuminated signs should be sympathetic to the design of the building, and should not be flashing or intermittent.

In response, the placement of the sign has been carefully considered. The fascia sign will be located at fascia level and will sit horizontally in the banding extending the full length of the unit's frontage, similarly to the signage previously approved on Site, as discussed in the *Planning History* section of this letter. The text will be centred above the shopfront. It will appear appropriate in size and scale to the shopfront and will be subservient to the host building. Further to this, only letters of the signage will be illuminated similarly to those approved on Site and elsewhere in the Conservation Area. In light of this, it is considered that the proposed signage will not be visually obtrusive and will not cause an impact on amenity.

In regards to public safety, Policy D4 of the CLP states that advertisements will not be considered acceptable where they impact on public safety. In response, the proposed signage will:

- Not obstruct or impair sight lines to road users;
- Not reduce the effectiveness of any traffic sign or signal; and
- Will be subservient to the host building.

In light of the above, the size, location, materials, details and illumination of the proposed signage have been carefully designed to ensure it will not have any impact on amenity or public safety.

#### **f. Conclusions**

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The Proposed Development has been carefully designed to be appropriately sized to the scale of the shopfront and the host building. As such, it will not harm the visual amenity of the building or the surrounding conservation area. Furthermore, the chosen material, design, low level of illumination and location will ensure there will be no harm to public safety.

In light of the above, it is considered the proposed advertisement accords with the development plan policy and guidance and should be granted consent.

Yours faithfully,

Jade Ocampo  
Assistant Planner

cc. Tyler & Gibbs

Encl.