

Delegated Report

Expiry Date:

15/11/2012

Officer		Application Number(s)	
Angela Ryan		2012/4834/A	
Application Address		Application Type	
48 Gray's Inn Road London WC2E 7LN		Advertisement Consent	
1 st Signature	2 nd Signature (If refusal)	Conservation	Recommendation
			Grant Advertisement Consent

Proposal(s)
Display of 3x illuminated signs on the shop fascia and 2x illuminated projecting signs on the Gray's Inn Road and Baldwin Gardens elevations in connection with existing use for a restaurant / cafe (Class A3).

Consultations

Summary of consultation responses:	N/A
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Site Description

The site comprises a four-storey plus basement end of terrace building located on the corner on of Gray's Inn Road (east-side) and Baldwin Gardens to the east. It is currently vacant at ground floor and basement levels (but has an established A3 use), whilst the upper floors are currently being occupied as offices (Class B1). The site lies within a terrace of similar buildings comprising commercial uses on the ground floors with offices/residential use situated on the upper floors.

The site is neither listed nor does it lie within a designated conservation area. It should be noted that the shop front is within the Central London Area and falls just outside the Bloomsbury Conservation Area.

Relevant History

20/05/1959- Advertisement consent **granted** for the erection of 3 illuminated fascia signs at 48, Grays Inn Road, W.C.1(Ref: CA/1093)

27/09/1963 - Historic advertisement consent **granted** for the display of a fascia sign with internal static illumination along the Baldwins Gardens frontage of 48 Grays Inn Road (Ref: CA1828)

01/07/1980- Advertisement consent **granted** for the display of four internally illuminated fascia signs mitred to form a unit around the premises, sign A on the Grays Inn Road frontage measuring 5.26 metres x 0.406 metres, sign B on the Splay frontage measuring 3.2 metres x 0.406 metres, sign C on the return frontage to Baldwins Gardens measuring 4.5 metres x 0.406 metres and sign D on the return frontage to Baldwins Gardens measuring 7.62 metres x 0.406 metres all with a height of 2.89 metres above ground level to the underside. (Ref: AD1409 (R))

31/03/2006- Advertisement consent **granted** for the display of 3x internally illuminated fascia signs on all facing elevations and 1x internally illuminated projecting sign on Grays Inn Road frontage (Ref: 2006/0352/A)

Relevant policies

LDF Core Strategy and Development Policies 2010

Core Strategy:

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

Development policies:

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

The application relates to the display of 3x internally illuminated fascia signs and 2 x internally illuminated projecting signs (1x located on the Gray's Inn Road elevation and 1x on the Baldwin Gardens elevation).

The fascia signs will be located approximately 2.8m above ground level. The proposed signs on the Gray's Inn Road and Baldwin Gardens will measure approximately 1.2m x 3.9m x 0.2m and 1.2 m x 4.8m x 0.2m respectively. The fascia above the front door will measure approximately 1.2m x 2.4m x 0.2m. All signs will be constructed of powder a coated aluminium and acrylic material with a brown background with yellow lettering.

The projecting signs will be 2.9m above ground level and will measure 0.6m x 0.9m x 0.1m and be constructed of a powder coated aluminium and acrylic material on a yellow background with green and white lettering.

All adverts will be statically illuminated, with lighting levels at 300 CD/m.

Vinyl graphics are also proposed on the shopfront, and would be applied on the inside of the glazed windows and doors. It should be noted that the graphics are not subject to advertisement consent.

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:

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design as they are characteristic of this part of Gray's Inn Road.

It is not considered that the signs would not be unduly obtrusive in the street scene or disturb residents or occupiers.

The street scene has many commercial premises with a mix of similar types of fascia and a few internally illuminated projecting signs. Overall the proposal is considered to be minor in nature with little or no detrimental impact on host building, its frontage, or the wider area in general.

Public Safety: The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation: The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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