

<b>Delegated Report</b>			<b>Expiry Date:</b>	20/08/2012
<b>Officer</b>			<b>Application Number(s)</b>	
Carlos Martin			2012/2833/A	
<b>Application Address</b>			<b>Application Type</b>	
257-259 Gray's Inn Road London WC1X 8QT			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s)</b>	
			Grant Advertisement Consent	
<b>Proposal(s)</b>				
Display of 1x internally illuminated fascia sign, 1x non-illuminated projecting sign and 2x awnings.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		n/a		
<b>Site Description</b>				
The application relates to two adjoining mid terraced Victorian properties located on the west side of main route Gray's Inn Road. The ground floors are predominantly in commercial/shop use with residential on the upper floors whilst the modern building immediately adjoining to the north is in office use. The site is within the Kings Cross St. Pancras Conservation Area.				
<b>Relevant History</b>				
2010/1188/P: pp granted for the installation of new shopfronts and entrance doors, plus railings and pavement lights in forecourt to ground floor offices (Class B1).				
CA/1930(R): ac granted for an internally illuminated fascia sign at no. 257. 24/01/1972				
<b>Relevant policies</b>				
<b>LDF Core Strategy and Development Policies</b> CS5 Managing the impact of growth CS14 Promoting high quality places and conserving our heritage DP24 Securing high quality design DP25 Conserving Camden's Heritage DP26 Managing the impact of development on occupiers and neighbours				
<b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b> <b>Camden Planning Guidance 2011</b> <b>Kings Cross Conservation Area Statement</b>				

## Assessment

### Proposal

The application relates to a fascia sign with internally illuminated letters, one non-illuminated projecting sign and two awning signs. The submitted awning also show an internally illuminated roundel which benefits from deemed consent.

The proposal has been amended to replace the originally proposed internally illuminated projecting sign with a non-illuminated one.

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 feature of the buildings and are considered acceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

The Kings Cross CA appraisal states that *"fascias should not be internally illuminated and proposals to install internally illuminated box signs on the front of the surviving original fascias will be resisted. External illumination of signs traditionally painted on the fascia is normally the only acceptable advertisement. However, internally illuminated individual letters fixed to the fascia may sometimes be considered. A projecting sign would normally be allowed on a traditional hanging bracket and again external illumination may be permitted"*. The proposal would broadly comply with the advice of the Kings Cross CA appraisal and therefore is considered acceptable.

### 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 adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

### Disclaimer

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