

Delegated Report		Analysis sheet		Expiry Date:		17/10/2006	
		N/A / attached		Consultation Expiry Date:		-	
Officer				Application Number(s)			
Gareth Wilson				2006/3919/A			
Application Address				Drawing Numbers			
222 Grays Inn Road London WC1X 8HB				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
Display of external illuminated signage on the Grays Inn Road elevation to existing office building (Class B1a)							
Recommendation(s):		Grant Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:		N/a					
CAAC/Local groups* comments: <small>*Please Specify</small>		N/a					

Site Description

A large 7 storey office building with a 13 storey central tower and single storey a roof hut, located on the E. side of Gray's Inn Road bounded by Coley Street to the S.E. and Gough St to the E. the building is dominated by the by the 1st to 6th floors which have a distinctive arched fenestration. The ground floor is understated with recessed elevation. The main entrance to the building is identified by a stainless steel canopy with large free standing steel street numbers mounted on the two sides of the S.W. corner of the building. The building is not within a C.A. and is not listed.

Relevant History

August 2006 PP granted (ref:2006/2775/P) for 'Alterations to the south corner ground floor to create a new main reception including new glazing, retention of an existing revolving door, and the installation of a new entrance canopy; the replacement of three 3rd floor louvers and two 4th floor louvers with windows; replacement of one 7th floor louver with a window, together with the installation of a new glazed screen and a door opening onto the south/east part of the flat roof and installation of wooden decking and safety rails to form a roof terrace'.

February 2000 PP granted for the installation of a new entrance door ref: PSX0004019

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

B4B Advertisements and signs

Assessment

Permission is sought to erect replacement building number signage on a previous approved (but unimplemented) canopy above the main entrance to the property. Exiting signage on Gary's Inn Road and on Coley Street would be removed.

The '2TWO2' sign would be approx. 0.85m high glass reinforced plastic externally illuminated by 2 up lighter trough lights. The lights would be set by time clock to function only between 7am and 11pm and are fitted with a light sensor to ensure lighting dose not operate during full daylight.

Mounted on the face of the canopy would be stainless steel 'Grays Inn Road' signage backlight by an internally illuminated board.

The existing signs are of no architectural merit and their loss is acceptable.

If the proposed new signage was not illuminated then it would benefit from deemed consent. The proposed signage is in keeping with the size and proportion of the existing signage. The design and materials are acceptable for the modern building.

The nearest residential dwellings are located over 30m away at 91-93 Grays Inn Road. The illumination is unlikely to disturb residential amenity or the character /function of the wider area and is acceptable.

Application recommended for approval.

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