

Delegated Report			Expiry Date:	14/07/2014
Officer		Application Number(s)		
Tessa Craig		2014/3323/A		
Application Address		Application Type		
245 Gray's Inn Road London WC1X 8QY		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
Projecting sign at front elevation.				
Consultations				
Summary of consultation responses:				
Site Description				
<p>The property is s three storey terrace building located on the west side of Gray's Inn Road. The property includes a ground floor commercial use, which the shopfront changes subject of this application relate to.</p> <p>The property is not listed, but lies within the Bloomsbury Conservation Area.</p>				
Relevant History				
None.				
Relevant policies				
<p>LDF Core Strategy and Development Policies</p> <p>CS5 – Managing the impact of growth</p> <p>CS14 – Promoting high quality places and conserving our heritage</p> <p>DP24 – Securing high quality design</p> <p>DP25 – Conserving Camden's Heritage</p> <p>DP26 – Managing the impact of development on occupiers and neighbours</p> <p>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</p> <p>Camden Planning Guidance 2013 (as amended)</p>				

Assessment

Proposal

The application is for one non-illuminated projecting sign which will be the street number '245'.

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 sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design. The sign is a modest addition which is sympathetic to the building and would not appear out of character in the street scene. The sign is non-illuminated and there are no concerns in terms of amenity.

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.