

Director of Planning,  
Camden Borough Council  
5 Pancras Square  
London,  
N1C 4AG

21<sup>st</sup> January 2015

Dear Sir/Madam,

Application is made for the installation of two no signage advertisement flags to:

**Fox Court, 14 Gray's Inn Road, London WC1X 8HN**

This application is supported by drawings:

- 1002\_01\_OG\_DT17.1
- 1002\_01\_OG\_DT17.2

Which accompany this application.

### **Existing Site and Context**

The existing building has its main frontage to Gray's Inn Road, but has recently been extended within the courtyard to join with the opposite building in Brooke Street. As part of these works the frontage of the building to Gray's Inn Road was overclad and redeveloped. (Planning Application: 2013/0786/P)

The building has a central projecting bay located over first to third floors. Flags are proposed to sit to either side of this projection at first floor level. Location at ground floor level, where signage would normally be located, would sit uncomfortably with this projecting bay. Signage below this projection reading 'FOX COURT' presently sits over the main entrance, meaning that additional signage of a similar nature in this location would begin to develop a cluttered feel to the frontage.

As a building with a modern frontage it is considered that the proportions and detailing, being different from many of the historic buildings in the area, support signage in the locations shown.

The application site does not lie within a conservation area, nor are there any listed buildings within the immediate area. The area of Gray's Inn Road is predominantly commercial. Retail uses exist where Gray's Inn Road approaches High Holburn and Theobalds Road. However, the

section where Fox Court sits is relatively free of retail outlets and the resultant signage that this entails.

## **Relevant Local Planning Policy**

In forming the proposal attention has been paid to the considerations of Camden Local Development Framework Core Strategy and Development Policies:

- CS5 – Managing the growth and Impact of Development
- CS17 – Making Camden a Safer Place
- DP24 – Securing High Quality Design
- DP27 – Managing the impact of development on occupiers and neighbours
- Planning Guidance – Advertisements, signs and hoardings

The siting of the flags on this building are viewed as being in keeping with the character and design of the property, the appearance of the surroundings; and the external fabric of the building.

Paragraph 8.23 of the Camden Planning Guidance (CPG1) states that: *In some commercial areas flags or banners may be considered a suitable form of display. Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.*

As the application site does not lie within any of the areas outlined above, it is considered that the application site falls within the scope of Commercial Property where flag advertisement should be deemed to be appropriate. Gray's Inn Road is a wide thoroughfare, where non-illuminated flags would not appear as an intrusion into the public space and would have no impact on public safety.

## **The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (2012 Amendment)**

The Advertisement Regulations indicate that Local planning authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors.

Deemed consent under Schedule 3 of the above legislation will be granted for one flag installed where no part of the flagstaff is above 4.6m height and the flag is less than 2sqm in area.

Whilst the flags in question are 1.35sqm and therefore below the threshold for deemed consent, by virtue that two flags are felt to be appropriate to frame the entrance, and the flagstaffs are at a height more than 4.6m, express consent is necessary for the placement of these advertisements, and express planning consent is hereby sought.

The flagstaffs are proposed to sit at height of 5.12m from ground level as this is felt to sit more comfortably with the proportions of the modern frontage of the host building.

It is not considered that the siting of the flags should cause any adverse impact on public safety. The signage is not illuminated and therefore will not cause a distraction to road users and is at such a height that it will not have any negative impact on pedestrians.

The proposed flags will not lead to 'visual clutter'. The massing and length of the elevation to Gray's Inn Road is also such that the signage does not have an immediate relationship with the adjacent buildings. The positioning with regard to the detailing and massing of the host building being the dominant factor in the design and layout of the signage.

## Conclusion

It is considered that the proposal of flag signage to Fox Court, is appropriate for the location and scale of the building. The flags will have no adverse or detrimental effect on the surrounding streetscape of the amenity of the local community and is therefore in accordance with Camden Council's Local Development Plan. For the reasons set out above, we would encourage Camden Council to grant Advertisement Consent accordingly.

If you require any further information in order to process this application, please do not hesitate to contact me.

Yours faithfully,



for and on behalf of Left City Ltd.