

18<sup>th</sup> January 2017

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Dear Sir/Madam,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)  
REGULATIONS 2007**

**175-185 GRAY'S INN ROAD, LONDON, WC1X 8UE**

**APPLICATION FOR DISPLAY OF ADVERTISEMENTS**

On behalf of our client, London Office Sarl, please find enclosed an application for advertisement consent for the display of signage at 175-185 Gray's Inn Road, London, WC1X 8UE.

The application comprises the following documents:

- Completed Application Form, dated 18<sup>th</sup> January 2017;
- Drawing ref. TW1-1200-G-EXT Rev B: Ground Floor Front Elevation.

The application documents have been submitted via the planning portal (ref. PP-05756234). The planning application fee of £110.00 has been paid online via the planning portal.

**Summary of Existing Site and Proposals**

The site comprises a 4-storey building located along Gray's Inn Road. The ground floor comprises six shop bays which are rendered and painted dark grey, with glazing to each of the shop units. The floors above are brown brick with white painted sash windows.

This application seeks advertisement consent in order to provide signage appropriate for the building. The proposed signage includes:

- 1 x non-illuminated fascia sign.

**Planning Policy Assessment**

Paragraph 67 of the NPPF states that “*only those advertisements which will clearly have an appreciable impact on a building or their surroundings should be subject to the local planning authority's detailed assessment.*”

Camden Planning Guidance 1: *Design* requires all advertisements and signs to respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the



immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Furthermore, advertisements in conservation areas require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

In accordance with the above, the proposed signage has been sensitively designed to complement the host building and the character and appearance of the surrounding area. The proposed signage respects the architectural features of the host building and is appropriate to the form, scale and design of the host building and its setting within the Bloomsbury Conservation Area. The proposed signage will not have an adverse impact on the visual amenity or highway safety of the surrounding locality.

### **Summary**

We trust that the enclosed application pack will allow you to validate the application and we look forward to receiving confirmation of this. In the meantime if you have any questions or queries, please contact Chris Beard or Alice Broomfield of this office.

Yours sincerely,

**DP9 Limited**