

Mr Tom Williams  
Endpoint  
Endpoint 165  
Tower Bridge Road  
LONDON  
SE1 3LW

Application Ref: **2017/0181/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

16 February 2017

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**324 Gray's Inn Road**  
**London**  
**WC1X 8BU**

Proposal:

Display of 2 x internally illuminated fascia signs, 2 x internally illuminated projecting signs, and 1 x internally illuminated sign above entrance within recess.

Drawing Nos: Elevations, Detailed Signage, Floor Plans, Photos and photo Montages  
(Bundle of 16 pages)

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to



- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

#### Informative(s):

- 1 Reason for granting permission:

The proposed internally illuminated fascia and projecting signs and the internally illuminated sign above the entrance within the recess are considered to be acceptable in terms of size, design, location and method of illumination. They will be rather discreet additions onto the 7-storey host building and will preserve the appearance and character of the property, the conservation area and the streetscape, and would not harm the setting of listed buildings in close proximity.

The proposal would not impact on amenity of neighbouring occupiers nor be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

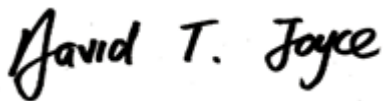
As such, the proposed development is in general accordance with policies CS7, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the London Plan 2016; and the National Planning Policy Framework 2012.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Executive Director Supporting Communities