

2017/2481/A – 345 Gray's Inn Road



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Photo 1 shows view of host building from corner of Gray's Inn Road with Birkenhead Street with existing signage



Photo 2 shows view of pre-existing site on Gray's Inn Road elevation



Photo 3 shows view of pre-existing site on Birkenhead Street elevation and adjacent listed terrace



Photo 4 – shows internal layout of site

Delegated Report		Analysis sheet		Expiry Date:		03/07/2017	
(Members Briefing)		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Oluwaseyi Enirayetan				2017/2481/A			
Application Address				Drawing Numbers			
345 Gray's Inn Road LONDON WC1X 8PX				Please refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of five externally illuminated fascia signs and nine non-illuminated window vinyls on the external glazing of Gray's Inn Road and Birkenhead Street elevations.							
Recommendation(s):		Grant Conditional Advertisement Consent					
Application Type:		Advertisement Consent					

Conditions or Reasons for Refusal:	Refer to Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	0	No. of responses	1	No. of objections	1
			No. Electronic	0		
Summary of consultation responses:	<p>No public consultation was undertaken due to the type of application, however some objections were received.</p> <p>1x from Birkenhead Street objected on the following grounds:</p> <ol style="list-style-type: none"> 1. The advertisement harms the Conservation Area due to its location and detail shopfront. The windows should be transparent. 2. The gambling nature of the business raises safety issues <p>Case Officer's response:</p> <ol style="list-style-type: none"> 1. Following officer's advice, the proposal has been amended to reduce the brightness of the vinyls. Also see paragraph 4.5 in the assessment section below. 2. Acknowledged, however ASB, drug usage etc. already exists and do not consider the signs to exacerbate the safety concerns. 					
CAAC/Local groups* comments:	<p>Kings Cross CAACs objected on the following grounds;</p> <ol style="list-style-type: none"> 1. As the building is on a prominent corner, the vinyl advertising detracts from the building and the Conservation Area. <p>Friends of Argyle Square objected on the following grounds:</p> <ol style="list-style-type: none"> 2. The window vinyls are already in place and are vile, large and garish. 3. The advertising visible from Kings Cross Square destroys the look of the area 4. Presents a "dead" shop front to the street encouraging ASB. The windows should be transparent to combat ASB. <p>Case Officer's response:</p> <ol style="list-style-type: none"> 1. Following officer's advice, the proposal has been amended to reduce the brightness of the vinyl advertisement. 2. Acknowledged, but the proposal has been amended to be subtle and not over-bearing 3. Acknowledged, but the proposal has been amended to be subtle and not over-bearing 4. Acknowledged. See paragraph 4.5 in the assessment section below. 					

Site Description

The application site relates to the ground floor level of the four-storey property on the southern side of Gray's Inn Road. It sits on a prominent corner of Gray's Inn Road and Birkenhead Street. The site is within Kings Cross Conservation area. Although not listed, the terrace it belongs to along Birkenhead Street are Listed and as well as the opposite building at 59 Birkenhead Street.

Relevant History

2007/0124/P - Change of use from police station to betting shop – **Granted 01/03/2007**

2007/0329/P - Replacement of one window with louvred grill to side elevation on Birkenhead Street in connection with the installation of air conditioning equipment associated with the use of the ground floor as a betting shop.- **Refused 04/05/2007**

2007/2317/A - Display of internally illuminated fascia signs – **Refused 24/07/2007**

Relevant policies

National Planning Framework (2012)

The London Plan (2016)

Camden Local Plan (2017)

A1 Managing the impact of development

D1 Design

D2 Heritage

D3 Shopfronts

D4 Advertisement

Camden Planning Guidance

CPG1 Design (2015).

CPG 6 Amenity (2011)

Kings Cross Conservation Area Appraisal and Management Statement (December 2003)

Assessment

1. Proposal

1.1 The application seeks advertisement consent for the display of five externally illuminated fascia signs and nine non-illuminated vinyls on the external glazing of betting shop located on the ground floor level of the building.

1.2 The vinyls would be applied to nine window panels on Gray's Inn Road and Birkenhead Street elevations. The applicant has termed these window displays as 'Advertisement Zones' for the purpose of changing the displays to respond to key events and promotions in association with the business.

1.3 It should be noted that during the officer's site inspection, the vinyls have already been applied to the windows.

2. Amendments

2.1 During the course of the application process, revisions have been sought and provided with regards to the vinyl application. This element of the proposal was considered highly inappropriate and harmful by virtue of its garish nature, location and the potential of losing control of the branded advertisements on the window panel.

2.2 The revisions are summarised below

- The number of illustrated panels on the windows have been reduced to two
- The illustrated displays now has a muted design and does not appear loud in colour.

3. Assessment

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.

The main issues in this application are:

- Amenity
- Public safety

4. Amenity

4.1. Policy D1 seeks to secure high quality design and requires development to respect local context and character; preserve or enhance the historic environment and heritage assets in accordance with Policy D2; integrates well with the surrounding streets and open spaces and contributes to positively to the street frontage.

4.2 The Council places great importance on preserving the historic environment. Under the Planning (Listed Buildings and Conservation Areas) Act the Council has a responsibility to have special regard to preserving listed buildings and must pay special attention to preserving or enhancing the character or appearance of conservation areas. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Fascia signs

4.3 With regards to the proposed fascia signs, they are considered acceptable in size and proportionate in relation to the building. The signs do not obscure any architectural features of the building and it is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The proposed signage would be externally illuminated similar to existing and in line with Camden Planning Guidance and the Kings Cross Area statement, which requires external illumination of signs traditionally painted on the fascia is normally the only acceptable advertisement in Conservation Area.

Vinyls signs

4.4 Policy D3 states that displays in shop windows can add to the attractiveness of a premises, but further states that the Council discourages shop window displays and graphics that completely obstruct views into the shop; for example vinyl graphics applied to the window. Camden CPG1 Design requires window display to be largely glazed to maintain a window display rather than creating obscured glass. The Kings Cross Area Statement states that acceptable advertisement must relate to the design of the building where they are displayed in order to ensure that they do not detract from its character, that they do not compromise its setting or spoil the adjoining area. In this respect significant views within the Conservation Area should be respected.

4.5 The window panels/displays are largely glazed, and whilst the views into the shop are obstructed due to the windows boarded up internally, it is not possible to apply the proposed vinyl's internally. Even if vinyl's are not applied, the view of the internal furniture's will still create a 'dead' shop front display (see photo 4). It is considered that the revised muted design of the vinyl's are considered acceptable with a better frontage and would moderate the impact on the street scene and Conservation Area and blend towards the adjacent listed terrace.

5. Public Safety

5.1 The proposed advertisements are not considered to raise public safety issues in terms of glare and dazzle or distract road users. The location of the fascia signs and method of illumination are not considered harmful to either pedestrian or vehicular traffic. The non-illuminated vinyl's also raises no public safety concerns and would result in no amenity impact from light pollution.

6. Recommendation

6.1 Grant Conditional Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 17th July 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Lichfields
14 Regent's Wharf
All Saints Street
London
N1 9RL

Application Ref: **2017/2481/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

11 July 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**345 Gray's Inn Road
LONDON
WC1X 8PX**

DECISION

Proposal:

Display of five externally illuminated fascia signs and nine non-illuminated window vinyls on the external glazing of Grays Inn Road and Birkenhead Street elevations.

Drawing Nos: Site location plan; FINAL/L/NL/440/501 Rev A; Cover letter dated 3 May 2017.

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

Executive Director Supporting Communities



- (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.

DECISION

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

Director of Regeneration and Planning

DRAFT

DECISION