

Mrs R Andrinudottir  
DesignLSM  
93 Islingword Road  
Brighton  
BN2 9SJ

Application Ref: **2017/3354/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

17 July 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**52 Gray's Inn Road**  
**LONDON**  
**WC1X 8LT**

Proposal:  
Display of internally illuminated (lettering/logo only) fascia sign, halo illuminated (lettering only) projecting sign & internally illuminated menu case sign.

Drawing Nos: 01-00 rev A, 09-01 rev B; Email from Design LSM (luminance levels) dated 16/06/2017; Unnumbered halo illumination details (received 06/07/2017).

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
  - (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 Reasons for granting advertisement consent:

The proposed display of internally illuminated (lettering/logo only) fascia sign, halo illuminated (lettering only) projecting sign & internally illuminated menu case sign are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination. The signs would not have any adverse impact on the neighbouring amenity, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, it is considered that the signage would preserve the street scene and wider character of the area, and would therefore be acceptable.

Concerns were initially raised in relation to proposed luminance levels for all signage in so far as they appeared unduly high and might adversely impact on the amenity of neighbouring residents, as well as, the character and appearance of the building and wider area. In response, the applicant confirmed a reduction in luminance levels - fascia and projecting signs were each reduced to a maximum of 200 cd/m, and the menu case sign to a maximum of 100 cd/m. These amended

levels are considered appropriate and acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

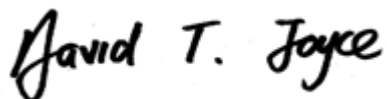
As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan March 2016, and the National Planning Policy Framework 2012.

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  
Director of Regeneration and Planning