

John turner
John Turner & Co
20 Shipton Road
Sutton
Coldfield
Birmingham
B72 1NR

Application Ref: **2017/7052/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

28 February 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
308 Gray's Inn Road
LONDON
WC1X 9NB

Proposal:
Display of an internally illuminated lettering sign above entrance door, an internally illuminated hanging sign on Gray's Inn Road elevation, and a non-illuminated projecting sign on Acton Street elevation.
Drawing Nos: Site Location Plan (12/01/2018); 2826 revB - Detailed Elevation & Signage - Gray's Inn Road & Acton Street (2drwgs).

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 lettering sign above entrance door and internally illuminated hanging sign on Gray's Inn Road elevation, and the non-illuminated projecting sign on Acton Street elevation are considered to be acceptable in terms of size, design, location and method of illumination.

The original submission consisted of an internally illuminated overly large 'rundell' to be affixed onto the concrete transom forming part of the linear design of the host building, demarking the ground floor from the first floor. It was felt that the chosen location was inappropriate and the excessive size of the feature would create visual clutter. This has been replaced by the simple lettering sitting above the entrance door. The projecting sign on Acton Street has also been relocated closer to the entrance whose location it is to promote.

The proposal will not impact on the neighbours' amenity nor would it 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.

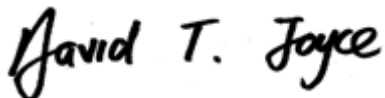
As such, the proposed development is in general accordance with policies A1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

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