

Mr Adam Beamish  
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33 Holland Gardens  
Brentford  
TW8 0BE

Application Ref: **2017/6935/A**  
Please ask for: **Ben Farrant**  
Telephone: 020 7974 **6253**

11 June 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Basement and Ground Floor**  
**323 Gray's Inn Road**  
**London**  
**WC1X 8PX**

Proposal: Installation of 2 x internally illuminated fascia signs; and 1 x internally illuminated projecting sign.

Drawing Nos: Location Plan (unnumbered) & 2697/G210\_Rev.C.

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 permission:

Proposed are 2 x internally illuminated fascia signs (1 x box sign, and 1 x lettering), and an internally illuminated projecting box sign, all in the standard KFC house style. In determining this application it is acknowledged that a number of internally illuminated fascia and projecting box signs exist within the immediate area including at nos. 311, 313, 315, 317, 319, 325 and 327 (amongst others within this stretch of commercial units). It is also acknowledged that the application site currently has internally illuminated signage and an illuminated projecting sign.

The signage is considered acceptable in terms of size, design and location, and is appropriate to the character of the host building. The signage would not be unduly dominant in the street scene, and is considered particularly appropriate given the surrounding context of the area. The signage would be internally illuminated at 250cd/m which is deemed not to cause undue harm to the visual amenity of the area. The signage would also have a neutral impact on the character and appearance of the Kings Cross St Pancras Conservation Area, particularly given

the current situation on site, and the surrounding context of signage.

The fascia signage would not harm the amenity of any adjoining occupiers in terms of outlook and would be in a typical position on the shop front. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

The site's planning history was considered in the determination of this application.

Considerable importance and weight has been attached to the harm and 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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

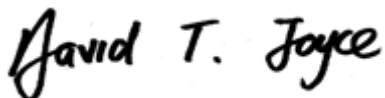
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan (2017). The proposed development also accords with CPG1, the London Plan (2016) and National Planning Policy Framework (2012).

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