

Application ref: 2018/1783/A  
Contact: Nora-Andreea Constantinescu  
Tel: 020 7974 5758  
Date: 16 January 2019

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Fuller Long Ltd  
Studio 13  
9 Tanner Street  
London  
SE1 3LE

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Shop And Premises At Basement And Ground Floor**  
**240 Gray's Inn Road**  
**London**  
**WC1X 8JR**

Proposal: Display of externally illuminated fascia sign to shop (Class A1).  
Drawing Nos: 1521-01 rev A; 1521-02; 1521-03; 1521-04 Rev B; 1521-05 Rev B; 1521-06 Rev C; 1521-07 Rev A; Structural report by HLN Engineering dated August 2018; Letter from Fuller Long dated 24/09/2018; Product specifications Aluminium Shutters & Grilles Syston Doors; Letter by Fuller Long dated 21/10/2018; Electric Meter details dated 16/07/2018; Heritage Statement dated 12/04/2018.

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:

This applications seeks advertisement consent to make changes to the fascia and has been assessed alongside the associated applications for planning permission and listed building consent (references 2018/1788/P and 2018/2011/L).

The proposed fascia would follow the height and dimensions of the shopfronts within the terrace row, which would preserve the character and appearance of this discrete shop parade. The proposed fascia would be made of timber and painted in a burgundy colour (RAL 3005) as well as the shopfront frames. The lettering on the fascia would be painted white (RAL 9010) and would sit in the middle of the fascia and the application building number at both ends. The fascia would be illuminated externally by swan neck cowl lights mounted on the wall above the fascia.

The proposed fascia and associated lighting are considered to preserve the character and appearance of the host building (Grade II listed), the terrace row it is part of and the wider Bloomsbury Conservation Area.

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 and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

No objections were received prior making this decision. The planning history of the site has been taken into account when coming to this decision.

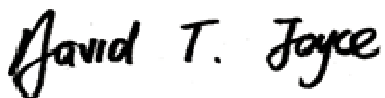
As such, the proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. The development would also accord with the National Planning Policy Framework 2018 and the London Plan 2016.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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