

Application ref: 2019/0168/A
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Development Management
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Brian O'Reilly Architects
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

57 Gray's Inn Road
London
WC1X 8PP

Proposal:

Display of 2 x externally illuminated projecting signs, 1 x non-illuminated fascia sign, 2 x internally illuminated menu box and 3 x non-illuminated retractable awnings.

Drawing Nos: Email from Agent (29/01/2019); Email from Agent (22/02/2019); [PLANNING / 467-] 100-E, 400-E revA, 400-P revA.

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:

The proposal seeks to replace signage and awnings on a corner premises on Gray's Inn Road with Northington Street. This would include 2no externally illuminated projecting signs on each elevation fascia level, a non-illuminated fascia sign on the apex elevation of the shopfront, internally illuminated menu boxes on both side of the entrance to the restaurant and the new non-illuminated awnings that would consist in the replacement of the fabric onto the existing (traditional) mechanism to be retained.

It must be noted that the existing Gray's Inn Road and Northington Street fascia are to be replaced with blank fascias. Not bearing any advertising, the fascia boards are not subject to advertisement consent. The same applies to the number '57' that is to be painted on the reverse of the glazed fan light above the entrance door to the premises and also to the large circular hand painted sign on the reverse of the window displays on both shopfront elevations.

In terms of size, design, location, material to be used and method of illumination, the proposal is considered to be acceptable. It would ensure the removal of unsympathetic clutter such as planters on the fascias and unauthorised light troughs, and would revive the traditional shopfront. The proposal would not just preserve but also enhance the character and appearance of the host building, the

conservation area and the streetscape, and would not harm the setting of the adjacent listed building (No55).

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.

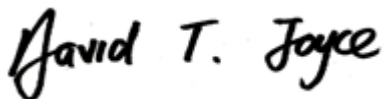
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 (As Applicable); and the National Planning Policy Framework 2019.

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