

12th August 2019

Planning Department
London Borough of Camden
5 Pancras Square
London
NC1 4AG

DP9 Ltd
100 Pall Mall
London SW1Y 5NQ

Registered No. 05092507

telephone 020 7004 1700
facsimile 020 7004 1790

www.dp9.co.uk

Dear Sir/Madam

275 GRAY'S INN ROAD, KINGS CROSS, LONDON, WC1X 8QB.

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS (ENGLAND) 2007 (AS AMENDED)**

On behalf of our client, Bywater Gamma UK Property 1 (No. 3) Ltd, please find enclosed an application for advertisement consent for the erection and display of signage above and in the main entrance of the above site.

The proposed advertisement is sought for a temporary period of five years and will advertise 275 Gray's Inn Road, the address of the premises.

The signage will consist of non-illuminated, fret cut acrylic lettering, which will be displayed in white on a black background above the main entrance of the building, and lettering in white vinyl decal attached to the interior of the glass of the sliding doorway, also advertising the address of the premises. A separate application has been made for alteration for the existing entrance to implement a glass sliding door, on the interior of which the vinyl lettering will be placed.

The signage will replace the existing signage on the premises, which displays the logo of the previous occupiers and a previous address of the building. The signage has been designed considerably to respect local amenity and the characteristics of the Conservation Area.

The site

The site is located in the London Borough of Camden, within the King's Cross Ward and King's Cross Conservation Area. The site is neighboured to the south by Clink261, a hostel, and to the north and west by the St Pancras Place residential development. To the east of the site, faced onto by the main entrance of the building, lies Gray's Inn Road, with the UCL Ear Institute occupying the building directly opposite.

The building 275 Gray's Inn Road is occupied by five floors of B1 office space, with the ground floor used as a reception area. The proposed signage would be located over the main entrance to the building which faces eastward onto Gray's Inn Road.

Heritage

In 2003, Camden adopted the current King's Cross Conservation Statement. The Conservation Statement divides the area into 4 sub-areas, with the site in question lying within the Gray's Inn Road sub-area. This defines the site area as a continuous early 19th century terrace, with some of the original buildings replaced by 20th century developments.

Despite lying within a Conservation Area there are relatively few heritage assets in the immediate vicinity of the site. The site is not within direct view of any heritage assets, with the grade II listed 75 Wicklow Street building and 13&14 St Chad's Street the only listed buildings within a 100m radius.

The conservation area appraisal describes the building itself as an office block of late 20th century date. The building's façade, which extends from 267-275 Gray's Inn Road, is described as an imposing and dark brown brick façade with red detailing, windows containing dark, reflective glass, a steep mansard roof and recessed windows at ground floor level. The main entrance elevation is described in the Conservation Area appraisal as being divided into 4 sections to reflect the plot widths of the earlier dwellings on the site, but despite this, it is said to be out of scale with its context.

As such, the building does not make a significant contribution to the Conservation Area and the proposed signage will therefore preserve the character of the Conservation Area as per the National Planning Policy Framework (February 2019), paragraph 201.

The following documents have been uploaded onto the planning portal (ref: PP-08076961) and form part of this application submission:

- Application forms; and
- Site Location Plan;
- Proposed entrance elevation and section AA;
- Photograph of existing signage to be replaced;
- Existing Elevation and section AA;
- Existing and proposed floorplans

The required payment of £132.00 has been made in full via the planning portal

We trust that the above information is sufficient for the validation of the application, however if you require any further information in respect of the above, please contact Mike Moon or Tim Holtham of this office; otherwise we look forward to confirmation of receipt of the enclosed information at your earliest convenience.

Yours faithfully

DP9 Ltd