

Application ref: 2019/4170/A
Contact: Mark Chan
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DP9
DP9
100 Pall Mall
London
SW1Y5NQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
275 Gray's Inn Road
London
WC1X 8QB

Proposal: Display of 1x non-illuminated fascia sign and display of 1x set of vinyl signage of the building directory on internal glass on the eastern elevation.

Drawing Nos: Location Plan, 2002, 2005, 1011 and 1001

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 consent:

This application seeks advertisement consent for the display of 1x non-illuminated fascia sign and 1x set of vinyl signage of the building directory on internal glass on the eastern elevation. The drawings show other external works that require planning permission. These are subject to 2019/4168/P.

The proposed fascia sign would be rectangular in shape and formed by the existing steel canopy. The sign would have white acrylic cut-out letterings on black background and the following dimensions: 5.2m wide x 0.76m high. These dimensions are identical to the existing and would not be illuminated.

The proposed vinyl signage would be applied on the internal surface of the glazing on the right hand side of the main entrance door. The lettering would be white in colour and depict the directory of the host building. The vinyl would have a dimension of 0.54m wide x 0.63m high and would not be illuminated.

Given that the application site is within the busy Central London Area and surrounded by commercial units, the signs are considered to be acceptable in design and the colour palette and materials are in keeping with the character and appearance of the host building and site context and would not create or contribute to visual and physical clutter. The sign accords with the parameters set out in the approved signage strategy.

It is not considered that the proposed advertisement would cause undue harm to amenity and neither is it considered that the proposed advertisement would cause harm to public safety, including the safety of persons using the adjacent highways or hinder movement along the pavement or pedestrian footway.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the provisions of 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 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer