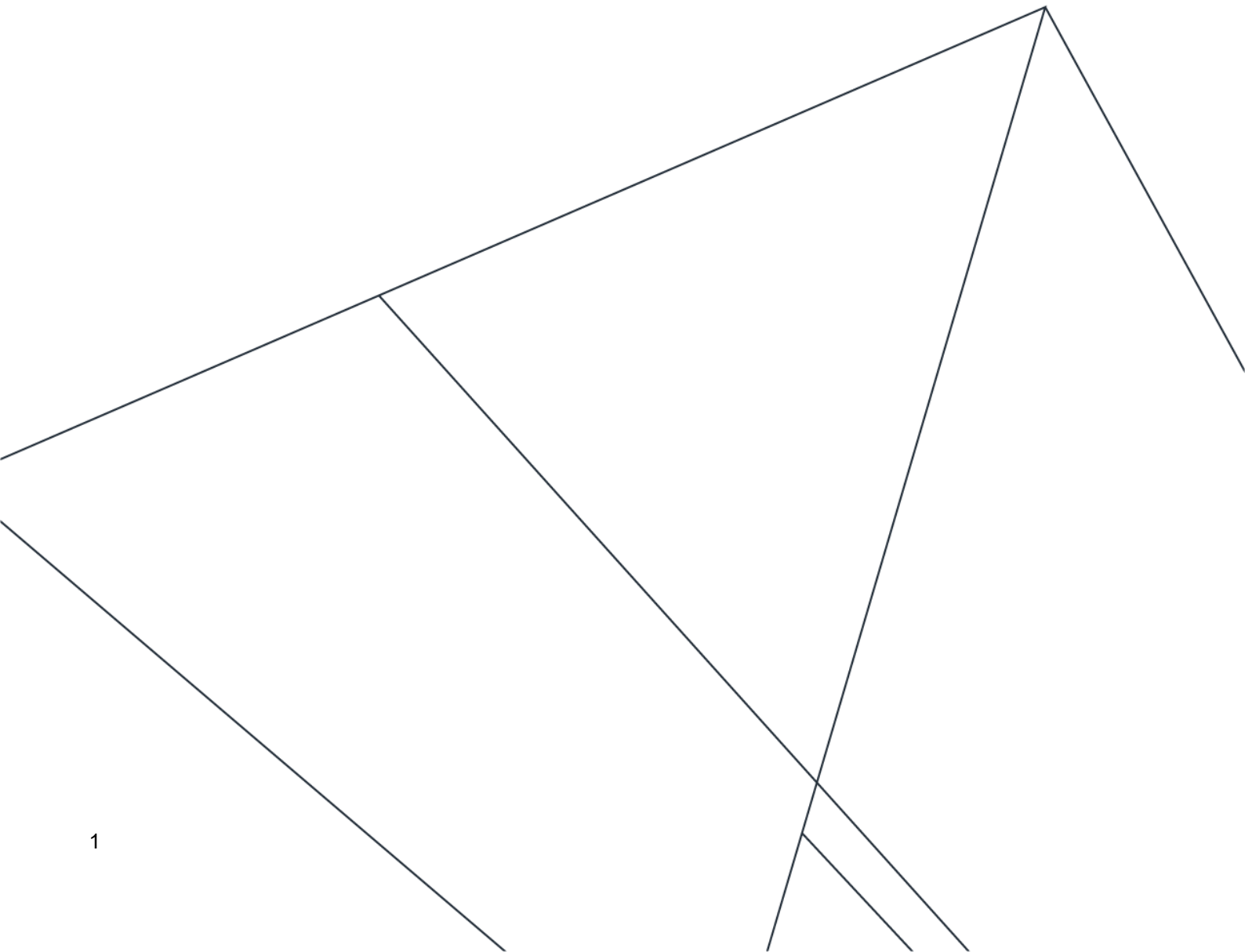


107 Gray's Inn Road

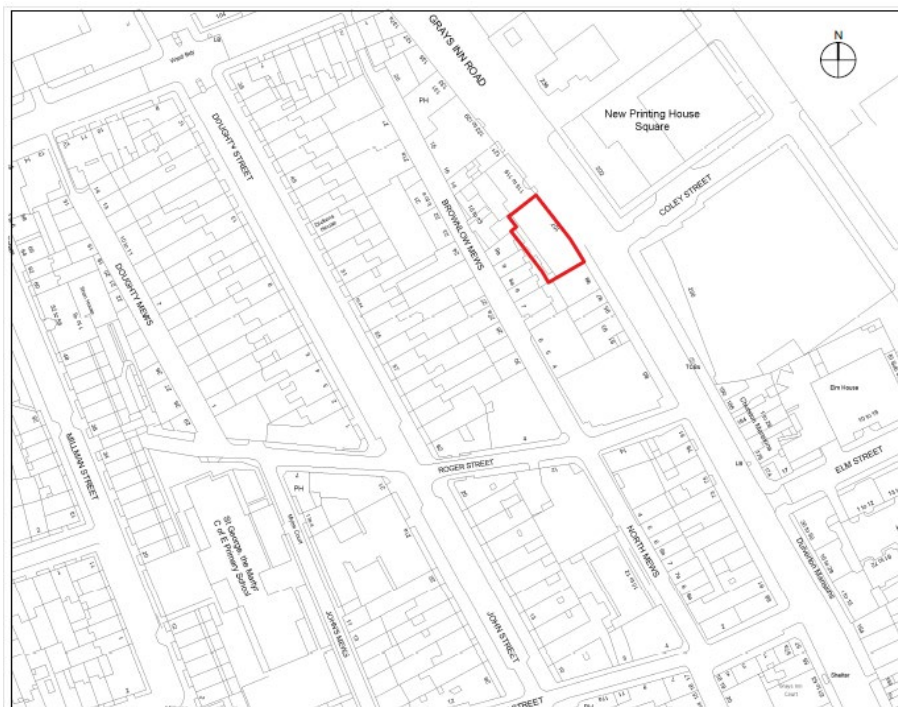
Design Statement – External Signage

February 2019



1.0 Site

The site is located on Gray's Inn Road, a major thoroughfare through the south of the London Borough of Camden. The building borders the busy roadway on Gray's Inn Road to the front and the comparatively quiet Brownlow mews residential houses to the rear.



2.0 Planning History

The recent full planning permission ref: 2019/4707/P, was granted in February 2020 for the removal of the existing stone cladding and replacement with glazed ceramic brick tiles; removal of existing glazed doors and replacement with new glazed doors; widening of entrance steps and installation of new handrails.

The full planning permission ref: 2015/4674/P, was granted in December 2016 for the Installation of roof top plant room and associated louvres and external plant at rear ground floor level retrospective).

The full planning permission ref: 2013/7039/P, was granted in May 2014 for the erection of mansard roof extension including dormer windows to front & rear and skylights at rear to provide additional office space (Class B1). Replacement & relocation of air conditioning plant at rear. Alterations to front elevation at ground floor level including new entrance doors.

3.0 Design Statement

This Design Statement is intended for the planning department of Camden Council in respect of the advertisement works at the 107 Gray's Inn Road, London WC1X 8TZ and the application is submitted on behalf of Gray's Inn Ltd.

The planning application is for the display of an external illuminated signage displaying business address.

During the previous planning application for the entrance works ref: 2019/4707/P, the conservation officer provided feedback that the new signage should be incorporated within the façade works. The writing on the new sign needs to be horizontal so as not to give the impression the sign has been incorrectly attached as at present.

Photograph below shows the existing external signage which will be removed during the façade works and will be replaced with a new higher quality and a much smaller size signage. The new signage is designed to be proportionate with the façade. The writings for the new signage are proposed to be placed horizontal as suggested by the conservation officer. The illumination is provided to the individual letter only, rather than the whole back fascia plate in accordance with in accordance with the guidance by the CPG March 2018 and PLG05 The Brightness of Illuminated Advertisements.



4.0 Heritage Impact statement

The site is located on the western side of Gray's Inn Road on the edge of the Bloomsbury Conservation Area in the London Borough of Camden. The site consists of a four-storey office block to the east, facing Gray's Inn Road. Its rear boundary is shared with a three-storey block of flats facing Brownlow Mews. No changes are planned to the footprint of the building or to any part of the exterior of the building apart from the display of the external sign. The impact of the proposed works on the settings of nearby heritage assets would be negligible. It is therefore considered that the proposed works would not have an adverse impact on the wider historic environment and would be in keeping with national, city-wide and local policies and guidance.

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