

Application ref: 2020/0969/A
Contact: Tony Young
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Date: 21 April 2020

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Oktra
322 High Holborn
London
WC1V 7PB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
107 Gray's Inn Road
London
WC1X 8TZ

Proposal:
Display of halo-illuminated sign adjacent to front entrance doors.

Drawing Nos: 59898-OKT-V1-ZZ-DR-A-0001 rev P01; 107-GIR Rev A (proposed signage details); 107-GIR (proposed front elevation); Design statement from Oktra Ltd. dated February 2019.

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 advertisement consent:

The proposed address sign would be displayed on the front façade at ground floor level adjacent to the main entrance doors and would sit comfortably within the context of this office building's modern design and the wider commercial character of this part of Gray's Inn Road.

The facade sign is modestly sized with a low luminance level (no higher than 250 cd/m²) and with only the numbering halo-illuminated (the rest of the sign remaining non-illuminated). As such, the sign would not result in any adverse impact on neighbouring amenity through any undue light spill or glare, nor would it be harmful to pedestrian or vehicular safety.

The proposed sign would not obscure or damage any significant architectural features, nor detract from the character and appearance of the Bloomsbury Conservation Area. Its size, design, location and method of illumination are considered to be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of

the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2019.

- 2 The applicant is advised that this consent relates solely to the display of signage as described in the proposed description and does not grant approval for any other alterations shown on the approved drawings.

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