

Application ref: 2022/4843/A
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 15 January 2023

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

Architects Network Ltd
15 Countess Road
LONDON
NW5 2NS

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

324 Gray's Inn Road
London
WC1X 8BU

Proposal:

Display of replacement signage on Gray's Inn Road and Swinton Street elevations, including 3 x internally illuminated fascia signs, 2 x internally illuminated projecting signs and 1 x internally illuminated sign above front entrance within recess.

Drawing Nos: 22L10_OS01; (3208.3-)22 rev A, 32.

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 signage would replace existing similar approved signs displayed on the front and side of the building on the Gray's Inn Road and Swinton Street elevations. The signs are considered to be acceptable in terms of their size, design, location, methods of illumination and luminance levels. Though internally illuminated signs would not normally be acceptable in a conservation area, in this particular instance, the signs would be modestly sized and with only individual letters/logos being illuminated; the backgrounds on each face otherwise remaining non-illuminated. All signs would also have suitably low luminance levels (a maximum of 100 cd/m²).

As such, the proposed signage would not have any adverse impact on neighbouring amenity or public highway, nor would they be harmful to public safety in accordance with the Camden Planning Guidance. The signage would be suitably positioned and aligned with the appearance and proportions of the building so as not to obscure any architectural or historic features. The proposal would therefore preserve the character and appearance of the Kings Cross St. Pancras Conservation Area and would not be harmful within close proximity to the settings of a listed buildings in Swinton Street.

Concern was initially raised by the Council in regard to the proposed display of

externally illuminated flags on poles given that these are generally discouraged within Council guidance as a form of advertisement display within conservation areas and in close proximity to listed buildings. In response, the applicant submitting amended drawings which omitted this form of signage entirely from the proposals. On that basis, the revised signage proposals are considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

- 2 Your attention is drawn to the proposed positioning of external planters on the public highway, as shown on the submitted drawings, and that their siting does not form part of this consent. In this regard, therefore, you are reminded of the need to obtain the written permission/consent of any owner(s) of the land as necessary prior to their siting.
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for tables & chairs, hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works.

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 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

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