

Mr. Elie Osborne
4D Planning Consultants Ltd.
3rd Floor
86-90 Paul Street
London
EC2A 4NE

Application Ref: **2014/7442/P**
Please ask for: **Jennifer Chivers**
Telephone: 020 7974 **3303**

27 March 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
285 Gray's Inn Road
London
WC1X 8QF

Proposal:
Retention of externally illuminated fascia sign on front elevation.
Drawing Nos: CA medical sign section; ER02OS; ER01OS; A00-00; A0B-00; A0G-00; A76-00

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

CA medical sign section; ER02OS; ER01OS; A00-00; A0B-00; A0G-00; A76-00

Reason: For the avoidance of doubt and in the interest of proper planning.



Informative(s):

1 Reasons for granting permission.

The fascia sign is considered appropriate in terms of size, design, method of illumination and location. The street contains a wide variety of commercial properties at ground floor with a range of advertisements, including internally and externally illuminated. The fascia sign is in keeping with neighbouring properties and is simple and direct signage. It is therefore considered that the fascia sign would preserve the character and appearance of the host and adjacent buildings and the street scene.

17 Neighbours were consulted and a site notice displayed. No objections have been received. The sites planning history and relevant appeal decisions were taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 (CA's) of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2011; and paragraphs 14, 17, 56 - 67, 126 -141 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson
Director of Culture & Environment