

Application ref: 2022/5030/A  
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Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**124 Drummond Street**  
**London**  
**NW1 2PA**

Proposal:

Replacement of an existing projecting sign with a new projecting sign, and removal of an existing projecting lightbox sign. The new sign will feature neon lighting integrated into the sign lettering.

Drawing Nos: 124-000; 124-001; 124-100; 200\_124, rev A; G125, rev A; Design & Access and Heritage Statement, rev A, 16/11/2022

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 Reasons for granting permission/consent-

The proposal seeks to replace an existing wall-mounted projecting sign, attached to the western flank of the end of terrace building. The existing sign is an internally lit sign box and is in disrepair. The proposed sign would be constructed with powder-coated metal and feature aluminium faces with cut-out letters and decorations. The lettering of the sign would be internally lit in 12mm red neon tube lighting, within a lettering recess to both sides of the signboard. The sign would be attached using the existing steel projecting sign brackets and be directed to traffic on Drummond Street.

Cut-out vinyl lettering is proposed to the interior of the ground floor fenestration on the building's Drummond Street elevation. The cut-out lettering signage is permitted as a Class 12 advertisement.

While the scale of the sign is not insignificant, the sign would have the same dimensions as the existing sign which is unauthorised although longstanding, and would therefore not be any more visually prominent within the streetscape. The sign would be an exception in the locality, yet it would be commensurate with the four storey form of the building, of a greater scale than other nearby buildings on

Drummond Street, and advertise 'Chutneys' restaurant, a long-standing establishment on Drummond Street. In addition, the spaciousness of the intersection of Drummond Street and North Gower street would assist with absorbing the bulk of the sign within wider views of the street. Lastly, albeit of a larger scale, the projecting sign would be viewed within the wider Drummond Street streetscape which includes a variety of projecting signs.

While neon lighting is not common on other Drummond Street signs, the lighting would be inset to the sign and represent a subtle yet effective means of illuminating the sign. The lighting illuminance would also be within acceptable levels. Therefore, the signage would not appear as dominant during hours of darkness, and would remain as a non-obtrusive element of the streetscape.

Overall, the proposed signage represents an improvement to the existing situation, in particular as the existing, lower and smaller projecting sign, unsympathetic to the building and streetscape, is to be removed and would not be replaced.

The signs are considered acceptable in terms of their location, size, design and method of illumination and would not harm the character and appearance of Drummond Street. Furthermore, they would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully



Daniel Pope  
Chief Planning Officer