

Application ref: 2023/3469/A  
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Date: 17 October 2023

**Development Management**  
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Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**102 Drummond Street  
London  
NW1 2HN**

Proposal:

New painted lettering and graphics and a new static LED illumination channel on an existing timber fascia signboard

Drawing Nos: 102-000; 102-001; 102-100; 102-200; Design and Access Statement prepared by Jan Kattein Architects, rev A dated 23/08/2023

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 implement new painted lettering and graphics, and install a new static LED illumination channel, on an existing timber fascia signboard.

There would be no change to the size or positioning of the signboard. The location, height and length of the fascia signage, including the painted lettering and graphics, would overall remain proportionate to the signboard and in keeping with the character of the shopfront and street environment.

Only the top of the fascia signboard would be illuminated to provide a subtle downlighting effect over the sign's lettering and graphics. The lighting illuminance would 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.

The sign is considered acceptable in terms of its location, size, design and method of illumination and would not harm the character and appearance of Drummond Street. Furthermore, the sign 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 2023.

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 2023.

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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer