

Application ref: 2024/1360/A  
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Projects Group  
10 Quarry Court  
Quarry Road  
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LU7 9GW

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**2 Jamestown Road**  
**London**  
**Camden**  
**NW1 7BY**

Proposal:

Display of 1 x Hanging Sign, 2 x Blank Bullnose Fascia, 1 x Bullnose Fascia with cut lettering, 2 x Bullnose Amenity Signs, 1 x Sign Writing (Front Elevation), 2 x A3 internally illuminated Menu Cases, 1 x Transom Sign, 1 x Sign Writing (Roof Terrace Elevation)

Drawing Nos: Location Plan, OS Plan, Existing Elevation, Proposed Elevations, Signage, Signage, Signage.

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 -

The proposed works involve adverts for a new drinking establishment to replace the existing diner restaurant adverts. These adverts will consist of 1 x Hanging Sign, 2 x Blank Bullnose Fascia, 1 x Bullnose Fascia with cut lettering, 2 x Bullnose Amenity Signs, 1 x Sign Writing (Front Elevation), 1 x Transom Sign, 1 x Sign Writing (Roof Terrace Elevation). These signs would be non-illuminated, on painted fascia's with gold and white coloured writing and lettering. 2 x A3 Menu Cases would be internally illuminated with LED's to 90 cd/m<sup>2</sup> this illumination would be modest and contained to the menu boxes and therefore would be acceptable.

The proposed new signage would appear modest and appropriate in size, location, material and design and therefore would be in keeping with the existing building and surrounding area. The signage will therefore enhance the character and appearance of the host building and the streetscape.

Furthermore, the proposal would not impact on neighbouring amenity nor be harmful to either pedestrian or vehicular safety.

The site planning history has been taken into account when coming to this decision. No objections were received in relation to the proposal.

As such, the proposed signage is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of 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 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

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

Daniel Pope  
Chief Planning Officer