

Application ref: 2021/5116/A
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Date: 5 January 2022

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Jones Lang LaSalle Limited
30 Warwick Street
London
W1B 5NH

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**184 Drummond Street
London
NW1 3HP**

Proposal:

Installation of one illuminated fascia sign measuring 2.43m x 0.64m on the Drummond Street elevation above the corner entrance, a second illuminated fascia sign measuring 2.43m x 0.64m on the Drummond Street elevation at fascia level above the central bay, two projecting heart-shaped illuminated signs measuring 0.85m x 0.66m on Drummond and Stanhope Streets and two NHS plaques on the entrance columns.

Drawing Nos: 21-1020-(08)AZ-002 rev P2, 21-1057-(02)AG-G01 rev P1, 21-1020-(02)AG-G01 rev P1, 21-1020-(02)AE-001 rev P1, 21-1020-(02)AE-002 rev P1, 21-1020-(02)AE-003 rev P1, 21-1020-(30)AD-12 rev T2, 21-1020-(30)AD-11 rev T2, 21-1020-(20)AG-G01 rev P6, 21-1020-(05)AG-G01 rev P2, Design and Access Statement dated 19th August 2021, cover letter dated 23rd August 2021.

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 consent:

The proposed signage consists of two projecting signs at fascia level measuring 850mm x 660mm, and two fascia signs - one to the south elevation and one above the entrance door - measuring 2.4m x 640mm.

The signage is considered acceptable in terms of size and position and does not appear out of proportion with the host buildings or streetscene, in compliance with Camden's planning guidance on signage.

The proposals include the installation of 6 internal digital displays which benefit from deemed consent under Class 12 of the advertisement regulations, and as such are not considered as part of this application.

The proposal would not impact on amenity in terms of light spill or outlook, nor

would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

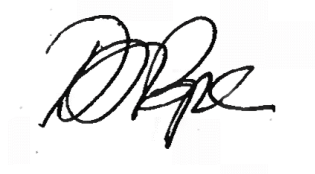
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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:

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

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