

Application ref: 2021/4293/A  
Contact: Matthew Dempsey  
Tel: 020 7974 3862  
Email: [Matthew.Dempsey@Camden.gov.uk](mailto:Matthew.Dempsey@Camden.gov.uk)  
Date: 28 September 2022

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Jan Kattein Architects  
Jan Kattein Architects  
277 New North Road  
London  
N1 7AA  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**115**  
**117 & 119 Drummond Street**  
**London**  
**NW1 2HL**

Proposal: Display of fascia signage

Drawing Nos: 115-000, 115-100, 115-001, 115-200

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.

- 6 The advert hereby approved shall be limited in illumination to 200cd/m<sup>2</sup> and illumination shall be static in nature.

Reason: In order to protect local amenity in accordance with policy A1 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting advertisement consent:

The proposed signage alterations are considered acceptable in terms of scale, design, material, positioning and illumination, and would not appear incongruous in this setting of commercial shopfronts.

The works include installation of a row of LED illuminations fitted within rendered recess just above fascia level. Bespoke 'spoon' motif letters are individually positioned along the fascia. Redundant signage shall be removed and the affected areas made good where necessary which is welcomed.

All illuminations shall be limited to 200cd/m<sup>2</sup> which shall be controlled by condition attached to this decision.

The proposal is not considered to cause any harm to highways safety or residential amenity.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received prior to making this decision.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, 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>.

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