

Application ref: 2022/4998/A
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Jan Kattein Architects
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**100 and 102 Drummond Street
London
NW1 2HN**

Proposal:

Display of two internally illuminated fascia signs.

Drawing Nos: Proposed Elevation and Section, no. 100 Drummond Street (100-200, dated 21.10.2022), Existing Elevation no. 102 Drummond Street (102-100, dated 26.09.2022), Existing Elevation no. 100 Drummond Street (100-100, dated 26.09.2022), Existing and Proposed Elevation, no. 100-102 Drummond Street (100-001, dated 21.10.2022), Proposed Elevation and Section, no. 102 Drummond Street), Existing and Proposed Elevation, no. 100-102 Drummond Street (100-001, dated 26.09.2022)

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 advertisement consent-

The proposal seeks to erect a new replacement internally-lit fascia sign at the shopfront of 100 Drummond Street, and repair and refurbishment of the existing timber fascia signboard at the shopfront of 102 Drummond Street. The new fascia sign would comprise a powder coated aluminum tray signboard with cut-out lettering and property number and concealed static LED back-lighting. An existing projecting box sign adjacent to the 100 Drummond Street fascia sign would be removed. The repaired signboard will be painted with new graphics and property number, and include new cut-out lettering with feature lighting. A new linear static LED illumination channel would be constructed at the top of the fascia, concealed within a new timber channel.

The fascia signage would be similar in scale as the existing fascia signs, with a break provided between the two signs and the two signs having a different height size and materiality, thus avoiding one excessively long fascia sign along the shop frontage. The location, height and length of the fascia signage, including the cut-out lettering and graphics, will overall remain commensurate with the nature and scale of the shopfronts.

The removal of the projecting box sign will have a positive contribution to the host building and streetscape character.

Only the lettering and logo of the fascia and projecting signage would be illuminated. The lighting illuminance will 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.

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>.

Yours faithfully

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

Daniel Pope
Chief Planning Officer