

Application ref: 2022/5010/A
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Jan Kattein Architects
277
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
121-123
Drummond Street
London
Camden
NW1 2HL

Proposal:

Display of replacement internally lit fascia and projecting signs

Drawing Nos: Location Plan no. 121-125 Drummond Street, drawing no. 121-000, dated 24/10/22; Existing and Proposed Elevation, no. 121-125 Drummond Street, drawing no. 121-125 Drummond Street, dated 24/10/2022; Existing Elevation no. 125 Drummond Street, drawing no. 125-100, dated 24/10/2022; Proposed Elevation and Section, no. 125 Drummond Street, drawing no. 125-200, dated 24/10/2022; Existing Elevation, no. 121-123 Drummond Street, drawing no. 121-100, dated 24/10/2022; Proposed Elevation and Section, no. 121-123 Drummond Street, drawing no. 121-200, dated 24/10/2022

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 permission/consent-

The proposal seeks to install new and replacement fascia signage over the shopfronts of 121-123 and 125 Drummond Street. The existing no. 121-123 shopfront has fascia level signage details, printed over a fixed, fabric canopy, which is to be removed. A new painted, fascia signboard with moldings and flashings, and featuring cut-out, LED backlit logo signage, is to be installed over this shopfront. The graphics of the existing projecting box sign are to be updated. At no.125, a new timber, fascia sign, will replace an existing protruding aluminium / acrylic fascia sign box. The new fascia sign includes cut-out logo signage with LED back-lighting. The replacement fascia will generally be positioned at a lower height than the existing fascia sign. The new sign a new cut-out logo sign, painted shop lettering, along with new LED festoon lighting over the signboard only. An existing

sign box positioned at pedestrian level will also be removed.

The new fascia signage over 121-123 Drummond Street would have an appropriate scale and length, being separated into two sections, consistent with the arrangement of the shopfront. The western signs will have a slightly longer length than the eastern sign. This is an appropriate arrangement and ensures the signage height remains commensurate with the form of the shopfronts below. The fascia signage being constructed over two sections also avoids adverse visual effects of one long, utilitarian fascia over the combined shopfront of no. 121-123.

At no. 125, the existing fascia sign extends above fascia level and partly covers the lower part of the first floor street elevation, in particular two sill windows. While the new logo lettering signage will partly extend above fascia level, the removal of the existing fascia sign and replacement with a lower positioned fascia sign, will improve the visibility of the first floor street elevation and remove the obscurement of the two windows. The height and form of the replacement fascia sign will be commensurate with the scale of the shopfront.

The removal of the projecting box sign over no. 125's shopfront will also have a positive contribution to the host building and streetscape character.

Only the lettering and logo of the fascia and projecting signage over no. 123-125 would be illuminated. The LED festoon lighting over the fascia sign of no. 125 would be a subtle and carefully considered decorative lighting element. 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', is positioned in the upper left corner of the page.

Daniel Pope
Chief Planning Officer