

Application ref: 2022/5000/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:

141-153 Drummond Street
London
NW1 2PB

Proposal:

Display of internally illuminated fascia signs

Drawing Nos: Site Location Plan 141-153_000, 141-153B_200 Rev A, 141-153A_200, 141-153A_100, 141-153B_100, Design and Access Statement

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 proposal is for the display of fascia signs at the ground floor retail units. The unit at no. 141 (unit B) would have cut-out lettering on an aluminium fascia board and a leaf-shaped logo measuring approx. 0.5m in height. The height of the fascia board would be lowered from the existing height of 0.45m to 0.3m high. This would align with the height of the neighbouring fascia boards at the application site at unit A. The lettering would be backlit to an illuminance level of 200 cd/m².

Unit A would have aluminium fascia boards with cut-out lettering which would be backlit to an illuminance level of 200 cd/m². They would measure 0.31m high and would display green and white lettering on a green background.

The materials, finishes and lighting are considered to be sympathetic to the host building and wider Drummond Street locality and are thus acceptable.

The fascia signs would be subordinate to the host building and located at an appropriate height. The signs are considered acceptable in terms of their location, size, design and method of illumination and do not harm the character and appearance of the host building or streetscene. They would not adversely impact on public highway safety or neighbouring residential amenity given the distance to any nearby windows.

No objections have been received prior to making this decision. 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 policies D1 and 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer