

Application ref: 2023/3400/A
Contact: Leela Muthoora
Tel: 020 7974 2506
Email: Leela.Muthoora@camden.gov.uk
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

EBBA Architects
Unit 4a, Culford House 1-7
Orsman Road
Haggerston
London
London
N1 5RA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
183 Haverstock Hill
London
Camden
NW3 4QS

Proposal:

New signage and proposed awning

Drawing Nos: Application form; Location Plan 236-S3-000 issue A, 236-S3-200 issue A.

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 building is a late 19th century four storey building that is part of a parade of shops known as Belsize Parade. Along this part of Haverstock Hill there are established precedents of retractable awnings on historic shopfronts, specifically at the neighbouring properties at nos. 179 and 181. This is part of the character of this part of the conservation area.

The proposal involves associated planning and advert applications for a retractable awning and small adverts on the property (2023/2752/P and 2023/3400/A).

The proposed awning would not be out of character with the existing streetscape. The proposed fabric awning would extend across the front of the ground floor and would appear as a lightweight structure. The frame and awning would be fixed into the existing steel channel on the façade and when in its closed position would not be widely visible. Its position, design and materials are acceptable and would preserve the character a of the building and conservation area.

The adverts include mounted lettering on the inside of the windows which would be appropriately sized for the building on this corner. There is also a milk glass lightbox proposed on the pilaster on the return elevation of the property. Again, this is a small and proportionate addition to a building in commercial character.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area.

As well as preserving the visual amenity of the area, there would be no detrimental impact on the residential amenity of neighbouring properties, particularly in terms of outlook, noise, light-spill, and light.

There would be sufficient clearance between the bottom of the awning and the pavement to ensure that pedestrians can continue to use the pavement safely. The pavement along this part of Haverstock Hill is generous in its width and the proposed awning would be appropriately scaled so as not to extend across the entire footpath. There would be no detrimental impacts on public safety.

The site's planning and appeal history has been taken into account when coming to this decision. The Belsize Park CAAC advised that they had no comments to make on the proposal. One objection was received from a local resident which has been taken into account. It largely related to the proposed use of the site which is not part of this application.

As such, the proposed development is in general accordance with policies A1, D1, D2, D3 and T1 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023. The impact of the advertisements on amenity and public safety are acceptable.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully



Daniel Pope
Chief Planning Officer