

Application ref: 2024/1746/A
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Date: 7 August 2024

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Mr Ian Brown
One Embassy Gardens
8 Viaduct Gardens
London
Greater London
SW11 7BW
England

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
169 Haverstock Hill
London
Camden
NW3 4QT

Proposal:
Display of fascia signage with internally illuminated lettering.

Drawing Nos: LP/02, rev A; mc2023RB_BelsizePark.cdl, rev 2

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 involves the display of a fascia sign with internally illuminated lettering and roundels.

The new fascia signboards, including the illuminated lettering/roundels, will be of scale commensurate with and appropriately positioned on the shopfront. In particular, the sign would occupy the same area of fascia occupied by the existing fascia sign.

Though internally illuminated signs are not normally acceptable in a conservation area, in this particular instance, the signs would be modestly sized and with only the letters/roundels illuminated, with the backgrounds otherwise remaining non-illuminated. Lighting levels are at 400 c/dm², which is a suitable luminance for a town centre and considered acceptable.

Overall, the sign is considered acceptable in terms of its location, size, design, and method of illumination, and would not harm the character and appearance of the Belsize Park Conservation Area. Furthermore, the sign would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The planning and appeal history of the site has been taken into account when coming to this decision. No objections were received prior to making this decision.

As such, the proposed development is in general accordance with policies D1, D2, D3, D4 and A1 of the Camden Local Plan 2017. The development also accords with the NPPF and the London Plan 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>.

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

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

Daniel Pope
Chief Planning Officer