

Application ref: 2024/4388/A
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
205-207
Haverstock Hill
London
Camden
NW3 4QG

Proposal:
Display of 1x halo illuminated fascia sign, 1x externally illuminated projecting sign and 2 x branded awnings.

Drawing Nos: Location Plan; Flag Sign no light; Corona Logo; 6996-20 JTJ; 6996-21- B;

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.

- 6 The advertisement hereby permitted shall be displayed for a temporary period only beginning 1/12/2024 and shall be removed on or before 30/11/2029

Reason: This type of advertisement is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies D1, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting:

The proposal seeks advertisement consent for 1 x externally illuminated fascia sign, 1 x non- illuminated projecting sign and 2 x branded awnings.

The property comprises a double ground floor commercial unit on the south western side of Haverstock Hill with a three storey block of flats, Hillfield Mansions, occupying the upper floors of 205-211 Haverstock Hill. The ground floor is currently in restaurant (Class E) use. The building is not listed and is located in the Belsize Park Conservation Area.

The fascia sign will consist of black aluminium letter applied to the existing fascia board. The lettering is externally illuminated from behind creating a halo light effect around the logo. Illumination will be static with levels set at 300 cd/m². This is

considered acceptable and will not result in harm to the character and appearance of the host building and Belsize Park Street Conservation Area.

The projecting sign is non-illuminated, consisting of powder coated aluminium. It is modest in size and design and in keeping with the style and character of the host building and sympathetic to neighbouring properties in the Belsize Park Conservation Area.

Illumination levels for the proposed adverts were reduced following consultation advice to ensure the possibility of light pollution is reduced.

The awning will be a fabric retractable awning, motorised operated by remote. The proposed materials and design are modest in design and colour. This is considered acceptable.

The proposed signage is considered to be acceptable in terms of size, design, location and illumination levels. The signage would not impede the character and appearance of the host building or the streetscape and neighbouring businesses.

It is considered that new signage will not have any adverse impact on neighbouring residential amenity or on pedestrian or vehicular safety.

Special attention has also been paid to the desirability of preserving or enhancing the character or appearance of the Belsize Park 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.

As such, the proposal is in general accordance with policies A1 A2, A3, D1, D2 and D4 of the Camden Local Plan 2017, London Plan 2021 and the National Planning Policy Framework 2024.

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. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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