

Application ref: 2025/0203/A
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Date: 3 March 2025

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Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**3 Highgate West Hill
London
N6 6JS**

Proposal:

Display of x one externally illuminated fascia sign with a trough light.

Drawing Nos: Site Location Plan; 597014-1; 597014-2 Rev C; Photomontage Revision E;
597014-3 Rev C.

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 advertisement consent:

The application relates to the ground floor of a four-storey building located at the foot of Highgate West Hill and backing on to Parliament Hill Fields and within the Dartmouth Park Conservation Area. It is part of a terrace of early 20th century cafes or shops with flats above and described as a positive contributor in the Dartmouth Park Conservation Area Appraisal adopted in January 2009.

The proposal is for the display of one externally illuminated fascia sign with a trough light. The level of luminance of the sign would be 300cd/m² which is acceptable.

Following our advice, a revision was received to reduce the length of the trough light to the size of the lettering.

There is also proposed to be a non-illuminated projecting sign which would benefit from deemed consent.

The proposed signage would not obscure or damage any architectural or features, nor would it be harmful of the host property, nor detract from the character and appearance of the wider Dartmouth Park Conservation Area.

Additionally, the proposed signage would not have any adverse impact on the public highway nor be harmful to public safety in accordance with the Camden Planning Guidance and would not have any adverse impact on public amenity.

Overall, therefore, the proposed signage is considered to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the 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

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

Daniel Pope
Chief Planning Officer