

Application ref: 2024/3704/A
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Date: 7 March 2025

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IVC Signs Limited
1-2 Cobbswood Industrial Estate
Brunswick Road
Ashford
TN23 1EL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Warning of Enforcement Action

Address:

**147-151 Haverstock Hill
London
NW3 4RU**

Proposal:

Display of 5 x externally illuminated (trough-lit) fascia panels on Haverstock Hill and Belsize Grove elevations and 1 x non-illuminated vinyl sign applied externally to transom glazing above main entrance door (retrospective).

Drawing Nos: Site location plan; Unnumbered drawing (existing and proposed images) dated 11/11/2024; Item 1 (fascia panels and trough lights); Item 3 (entrance door transom panel).

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 Warning of enforcement action

2 x unauthorised externally illuminated (trough-lit) panel signs being displayed on either side of the main entrance door and several unauthorised vinyl signs applied externally to shopfront windows on Haverstock Hill and Belsize Grove elevations appear as intrusive visual clutter, harmful to the character and appearance of the host building, streetscene and wider Belsize Conservation Area. As such, the Council will authorise the Borough Solicitor to secure removal of these advertisements and start prosecution proceedings in the Magistrates Court if necessary.

The Council is prepared to allow the applicant a period of 14 days from the date of the decision notice in order to remove the advertisements. If the advertisements have not been removed during this period, the council may commence formal proceedings.

Please be aware that the display of such advertisements without the benefit of advertisement consent is a criminal offence under Section 224 of the Town and Country Planning Act 1990 (as amended).

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