

Ref: GA/RW/01325/L001

8 April 2025

Camden Council
Development Management
Town Hall
Judd Street
London
WC1H 9JE

Dear Sir/Madam

Application for advertisement consent
147-151 Haverstock Hill, London, NW3 4RW

On behalf of our clients, Leyland SDM, I am pleased to submit this application for consent to display advertisements at their Haverstock Hill branch.

The application has been submitted via the Planning Portal (reference PP-13891928). The requisite application fee of £253 will be paid separately. The application comprises the completed application form, this covering letter and the following plans.

Title	Reference
Site Location Plan	
Leyland Belsize Park store signage	13 March 2025

Planning History

Advertisement consent was granted on 7 March 2025 for 5no. externally illuminated fascia signs and 1no. non-illuminated vinyl sign above the main entrance door, application ref. 2024/3704/A.

The original planning pack submitted with the application showed 2no. externally illuminated signs either side of the main entrance door. These were withdrawn from the proposals.

Proposals

The application proposes the 2no. externally illuminated signs either side of the main entrance door.

It also proposes vinyl signs to the windows in the elevations of the premises facing Belsize Grove and Haverstock Hill, as illustrated in the enclosed signage pack.

Policy

National Planning Policy
National Planning Policy Framework (NPPF) 2024

Local Planning Policy
Camden Local Plan 2017

- D4 - Advertisements

The Exchange | Colworth Science Park
Sharnbrook | Bedford | MK44 1LZ
t 01234 867135 | e info@arplanning.co.uk | w www.arplanning.co.uk

Armstrong Rigg Planning Ltd
Registered in England & Wales No 08137553. Registered Address:
The Exchange, Colworth Science Park, Sharnbrook, Bedford, MK44 1LQ.

Draft Camden Local Plan

The Council has published a new Draft Camden Local Plan (incorporating Site Allocations) for consultation (DCLP). The DCLP is a material consideration and can be taken into account in the determination of planning applications which has limited weight at this stage. The weight that can be given to it will increase as it progresses towards adoption (anticipated 2026).

Belsize Conservation Area Appraisal and Management Strategy Statement (adopted November 2002)**Assessment**

National Policy in the form of the NPPF (2024) confirms at paragraph 141 that advertisements should only be subject to control in the interests of amenity and public safety, taking account of cumulative impacts.

The most relevant and important development plan policy to guide consideration of applications for advertisement consent is policy D4 Advertisements of the adopted Local Plan. This states as follows:

Policy D4 Advertisements

The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

We will support advertisements that:

- a. preserve the character and amenity of the area; and*
- b. preserve or enhance heritage assets and conservation areas.*

We will resist advertisements that:

- c. contribute to an unsightly proliferation of signage in the area;*
- d. contribute to street clutter in the public realm;*
- e. cause light pollution to nearby residential properties or wildlife habitats;*
- f. have flashing illuminated elements; or*
- g. impact upon public safety.*

The Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances.

Shroud advertisements, banners, hoardings / billboards / large outdoor signboards are subject to further criteria as set out in supplementary planning document Camden Planning Guidance on advertisements.

We consider the proposed signs in relation to these policy criteria in the table below:

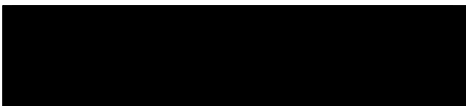
Policy D4 policy criteria	Assessment
Preserve the character and amenity of the area	The signs are appropriately sized and designed to ensure they respect the character and appearance of the ground floor shop frontage, nor do they obscure or adversely impact on the architectural features of the building. In this way the signs appropriately preserve the character and amenity of the area including the significance of the Belsize Conservation Area.
Preserve or enhance heritage assets and conservation areas	
Contribute to an unsightly proliferation of signage in the area	The signs are appropriately sized and designed to respect the ground floor shop frontage and seen in context of this busy part of the High Street do not contribute to an unsightly proliferation of signage in the area.
Contribute to street clutter in the public realm	The signs are flush to the walls either side of the entrance door and windows respectively. They do not add to street clutter.
Cause light pollution to nearby residential properties or wildlife habitats	The only signs which are illuminated are those either side of the entrance door. These are subject of external trough lighting, via static illumination, directed at the sign to avoid potential for any adverse impacts via light pollution.

Have flashing illuminated elements	As confirmed above the signs either side of the entrance doors are static illuminated.
Impact upon public safety	No adverse impact on public safety will arise.
The Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances.	The signs are all sited below fascia level at ground floor level, consistent with the policy requirements.
Shroud advertisements, banners, hoardings / billboards / large outdoor signboards are subject to further criteria as set out in supplementary planning document Camden Planning Guidance on advertisements.	None of the proposed signs are of the types listed.

On this basis the proposed advertisements comply with the criteria set out under policy D4. Furthermore they do not result in adverse impacts on amenity or public safety. Therefore in accordance with national and development plan policy the application should be approved.

I trust the enclosed information is acceptable and enables you to validate and determine the application, however, should you require any further information please do not hesitate to contact either myself or my colleague Roger Welchman.

Yours faithfully



Roger Welchman (roger.welchman@arplanning.co.uk)

Associate

Armstrong Rigg Planning

Direct Line: 01234 867132