

Application ref: 2025/2139/A
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Date: 2 June 2025

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Michael Burroughs Associates
93 Hampton Road
Hampton Hill
London
TW12 1JQ

Dear Sir/Madam,

DECISION

Town and Country Planning Act 1990
Advertisement Consent Granted

Address:
49 Willow Road
London
NW3 1TS

Proposal: Installation of 1 x non-illuminated projecting sign and installation of replacement of notice board on the north-east elevation.

Drawing Nos: 21004-00-600

Supporting information: Cover letter prepared by Michael Burroughs Associates, ref. E5583, 14/05/2025

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 single non-illuminated projecting sign and a notice board to the building's north east elevation, associated with the The Well Walk Theatre, which includes a café and bookshop, operating from the host building.

The projecting sign would be off-set from the windows on the front part of the building and positioned at first floor level of the building's rear extension, which is appropriate given the topography of the street which slopes up to the rear of the building. The projecting hanging sign would be made of traditional wrought iron and finished to evoke an aged appearance.

The proposed display board replaces one of similar size that was in place when the building was occupied by an earlier tenant, a grocer and provision merchants, from 1895 to 1957, and was likely demolished around 1962. The display board would be attached to a replacement, recently constructed rear extension to the main building.

The display board would be constructed of wood and paned in glass, marginally project beyond the flank wall by approximately 70-80mm and display event information for the theatre, the bookshop and the café.

The proposed display board is therefore in keeping with the historic character of the area and represents the reinstatement of a Victorian feature, contributing positively to both the building's appearance and the wider streetscape.

The proposed signs are relatively discreet and unobtrusive form of signage, and would not compromise the architectural features of this part of the building.

Overall, the sign is considered acceptable in terms of its location, size, design, and would not harm the character and appearance of the Hampstead 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.

The planning and appeal history of the site has been taken into account when coming to 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 2024 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 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 blue rectangular background.

Daniel Pope
Chief Planning Officer