

Application ref: 2019/1199/A  
Contact: Tony Young  
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Date: 4 July 2019

**Development Management**  
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Firstplan  
Bramah House  
65-71 Bermondsey Street  
London  
SE1 3XF  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**203 Haverstock Hill  
London  
NW3 4QG**

Proposal:

Display of internally illuminated (lettering only) fascia and marquee signs with set of 16 light bulbs below.

Drawing Nos: (106.44/-)100, 300, 301 rev B; Email from Firstplan dated 01/07/2019.

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 Reason for granting advertisement consent:

The proposed display of internally illuminated (lettering only) fascia and marquee signs with a set of 16 light bulbs below are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination.

The neon 'Everyman' lettering would be internally illuminated and the 'on the hill' lettering non-illuminated with the background panel on which they would be displayed remaining non-illuminated. The internally illuminated Marquee sign would have black rails fixed to the fascia to allow for changeable black letters to be displayed above a set of 16 Festoon lamps or light bulbs beneath. The luminance levels for all signage would be no higher than 500 cd/m<sup>2</sup>.

Though internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the signage is considered to be typical of the type normally associated with a cinema and relate well to the original art deco design, form and appearance of the building. The low luminance levels (no higher than 500 cd/m<sup>2</sup>) are also considered to be suitable in this context and for a locally listed building located within the Belsize Conservation Area.

Concern was initially raised by the Council in regard to proposals to fix the 'Everyman' lettering to an aluminium fascia board and the depth of the Marquee

fascia panel (250mm) in so far as the material, design and degree of protrusion outwards from the frontage would be harmful to the character and appearance of the building. Following Council advice, the applicant submitted amended proposals and drawings which omitted the aluminium panel entirely and reduced the depth of the Marquee fascia panel (to 125mm deep).

As a consequence, the proposals are not considered to have any adverse impact on the neighbouring amenity, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Moreover, the proposed signage would not obscure any significant architectural or historic features, nor detract from the character and appearance of the Belsize Conservation Area, and as such, are acceptable.

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

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 2016, and the National Planning Policy Framework 2019.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

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