

Application ref: 2019/4213/A  
Contact: Kate Henry  
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Date: 27 September 2019

**Development Management**  
Regeneration and Planning  
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Savills  
2 Kingsway  
Cardiff  
CF10 3FD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**192 Haverstock Hill**  
**London**  
**NW3 2AJ**

Proposal:  
Display of 1x internally illuminated fascia sign and 1x externally illuminated projecting sign

Drawing Nos: Site Location Plan at 1:1250; TD18/PM99/PL02.1 Rev A;  
TD18/PM99/PL03.2 Rev A; TD18/PM99/PL03.1 Rev A; TD18/PM99/PL02.2 Rev A

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

This application seeks advertisement consent for the display of 1x internally illuminated fascia sign and 1x externally illuminated projecting sign.

The fascia sign would be modest in size, it would sit comfortably within the fascia and it would respect the character and appearance of the host building and the wider area. The method of illumination is also considered to be acceptable.

The projecting sign is at the same height as the first floor windows on the side elevation; however, it does align with the fascia on the front elevation, which is considered to be appropriate. It would be modest in size and it would only project outwards from the building by less than 1 metre. Overall, it is considered that the sign would respect the character and appearance of the host building and the wider area. The method of illumination is also considered to be acceptable.

It is not considered that the proposed advertisements would cause undue harm to amenity and neither is it considered that the proposed advertisements would cause harm to public safety, including vehicular traffic and pedestrian traffic.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when

coming to this decision.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and setting of nearby listed buildings, under s.66 and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the provisions of the National Planning Policy Framework 2019.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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



Daniel Pope  
Chief Planning Officer