

Application ref: 2018/5528/A
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Mr Alon Kubi
37 & 39 Belsize Lane
London
NW3 5AS

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

37 & 39 Belsize Lane
London
NW3 5AS

Proposal:

Display of 2x externally illuminated fascia signs (Retrospective).

Drawing Nos: Site location plan, 24347A/1, 24347A/2, 24347A/3

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.

- 6 The externally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

- 7 The intensity of the illumination of the fascia sign shall not exceed 600 candelas per square metre.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent-

The site comprises of basement and ground floor double fronted units located within a four storey building on the eastern side of Belsize Lane. The ground floor commercial units have been amalgamated into one; however, the frontages appear as separate shopfronts with differing detail. The site is located within the Belsize Conservation Area, it is not a listed building but is defined as making a positive contribution to the character of the Belsize Conservation Area.

The externally illuminated fascia signs have been installed and the application is therefore retrospective. The signs are acceptable in terms of size, location, detail and method of illumination, as they are modest in size and proportion in relation to the building. They respect the architectural features of the host building and are similar to those displayed in the local context. As a result, the signs are not unduly dominant and would preserve the character and appearance of the host building, street scene and the Belsize Conservation Area.

In terms of size and siting, the signs are in a typical location with external illumination by spotlights, fixed and sized to avoid light pollution and would not disturb neighbouring occupiers nor would they be harmful to either pedestrians or vehicular safety.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with CPG for Advertisements, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 You are advised for the avoidance of doubt, that this decision only relates to the fascia signs and not to any other works to the shopfront external shutter and awning which are assessed and determined under the application for full planning permission reference 2018/5532/P.

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 2021.

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