

Address:	147-151 Haverstock Hill London NW3 4RU		8
Application Number:	2024/3704/A	Officer: Tony Young	
Ward:	Belsize		
Date Received:	02/09/2024		
Proposal:	Display of 5 x externally illuminated (trough-lit) fascia panels on Haverstock Hill and Belsize Grove elevations and 1 x non-illuminated vinyl sign applied externally to transom glazing above main entrance door (retrospective).		
Background Papers, Supporting Documents and Drawing Numbers:			
Site location plan; Unnumbered drawing (existing and proposed images) dated 11/11/2024; Item 1 (fascia panels and trough lights); Item 3 (entrance door transom panel).			
RECOMMENDATION SUMMARY: Grant advertisement consent			
Applicant:	Agent:		
Leyland SDM Fao. Ms Naivasha Elworthy Unit 24, Fourth Way Wembley HA9 0LH	IVC Signs Limited Fao. Mr Alex Templer 1-2 Cobbswood Industrial Estate Brunswick Road Ashford TN23 1EL		

EXECUTIVE SUMMARY

- i) Advertisement consent is sought retrospectively for the display of 5 x externally illuminated (trough-lit) fascia panels on Haverstock Hill and Belsize Grove elevations and 1 x non-illuminated vinyl sign applied externally to transom glazing above main entrance door.
- ii) The proposals have been revised a number of times in order to try and address concerns raised by local residents, groups, and a ward councillor to the original proposals, as well as those proposed in a previously withdrawn application (2024/2771/A). The objections, including those from the ward Councillor (Councillor Tom Simon), are summarised the consultation section of the report.
- iii) The current advertisement displays on site are included in this application, apart from the two illuminated signs on each side of the main entrance door and vinyl signs on the shopfront windows. These are not included in the application and would remain liable to enforcement action. An informative has been recommended warning of enforcement action.
- iv) The proposed signs as now revised have a similar appearance in terms of their size and design with many existing fascia signs being displayed on other ground floor commercial units within the immediate locality of the application site and along the length of the shopping parade where the application site is located. Each of the proposed fascia signs would be suitably located above and vertically aligned with the positions of large windows and a main entrance door which are located on these elevations.
- v) Each proposed fascia sign would be externally illuminated by means of a single, centrally fixed trough light, appropriately sized and positioned above each sign with lighting directed inwards and downwards towards the fascia lettering below. The luminance levels would accord with all relevant guidance.
- vi) In heritage terms, the impact of the revised proposals would be limited and the signs would not diminish the ability to understand or appreciate the significance of any nearby listed buildings or their settings. Additionally, the proposed signs would not be harmful to or obscure any significant architectural or historic features of the host building or any nearby listed buildings. The revised proposals would preserve the character and appearance of the host building, streetscene and wider Belsize Conservation Area within this context, in general accordance with all relevant policies and guidance.
- vii) Finally, the application as revised would not cause any harm to amenity at either the host or neighbouring properties, nor be harmful on public safety grounds to either pedestrian or vehicular traffic.
- viii) As such, the revised proposals are considered to be acceptable, and it is recommended that consent be granted (along with any necessary enforcement action to be taken in regard to other unauthorised signage also being displayed at the application site).

OFFICER REPORT

Reason for Referral to Committee:

The Director of Economy, Regeneration and Investment has referred the application for consideration after briefing members (Clause 3(vii)). A panel member considered it should be heard by committee due to the level of interest in this application from local residents, an amenity group, and other interested parties.

1. SITE AND BACKGROUND

Location

- 1.1 The application site comprises a mid-20th century, 4-storey building located on the south-western side of Haverstock Hill. The site forms part of a larger development known as, 'Belsize Parade' (nos. 147-169 & 171-183 & 185-189 Haverstock Hill) which consists of a series of late 19th century terraces forming a local shopping parade at ground floor level with residential units above. A set-back building line creates a broad pavement aligned by a row of mature trees and benches.
- 1.2 The application relates to a ground floor unit (nos. 147-151) which has frontages that wrap around a corner junction from Haverstock Hill to Belsize Grove and which has a main entrance on this corner elevation.

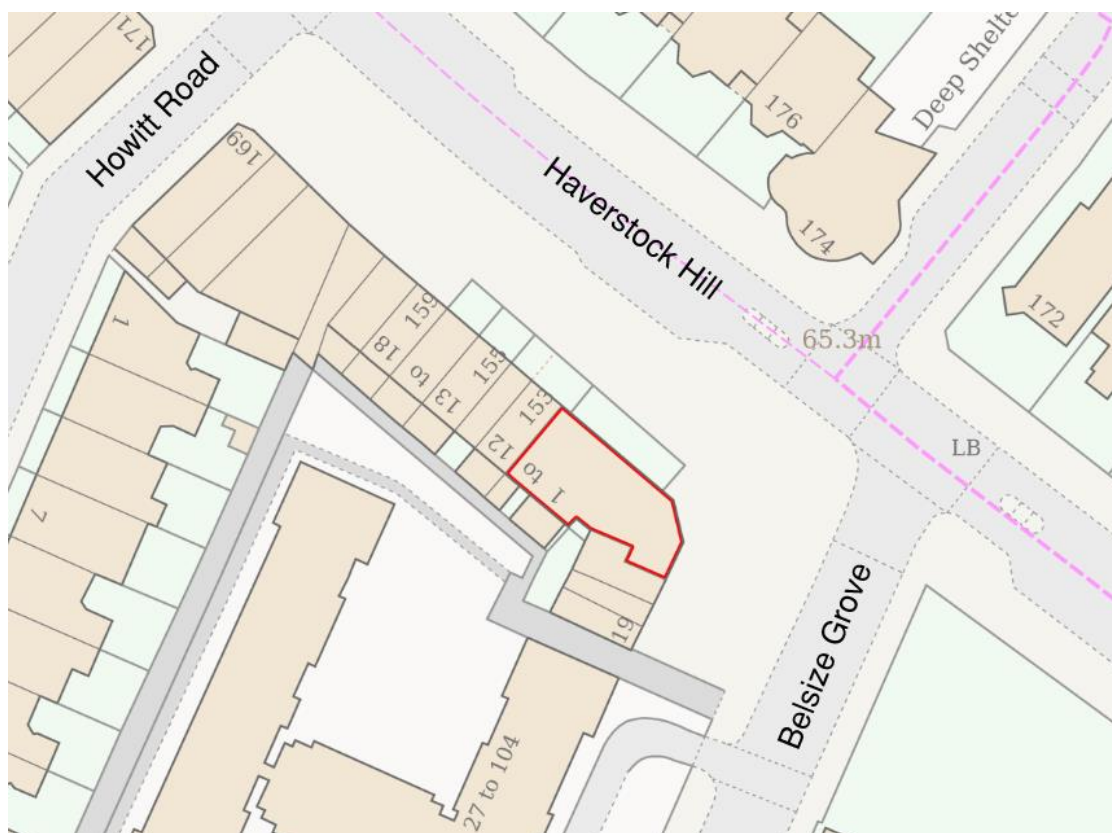


Figure 1 – the application site outlined in red

- 1.3 The building is not listed; however, the Grade II listed, Belsize Park Underground Station (no. 190 Haverstock Hill) is situated obliquely opposite to the northwest, about 70m away.
- 1.4 The application site is located within the Belsize Park Conservation Area. The host building is not identified within the Belsize Conservation Area Appraisal and Management Strategy Statement (adopted November 2002) as making either a positive or negative contribution to the conservation area. These wide pavements, with space for café tables on either side of Haverstock Hill, are not designated heritage assets but they are locally listed for their townscape significance because they give this area a distinctive continental character. The site is also directly opposite the western boundary of Parkhill and Upper Park Conservation Area.

2. THE PROPOSAL

Background

Withdrawn application

- 2.1 An advertisement consent application (2024/2771/A) was initially submitted to the Council on 05/07/2024 (as shown in Figure 2 below) for the display of:
- 4 x internally illuminated (LED) fascia signs on a single wrap-around panel on Haverstock Hill and Belsize Grove elevations;
 - 2 x internally illuminated services signs on either side of main entrance door;
 - 1 x non-illuminated transom panel sign fitted above main entrance door; and
 - non-illuminated vinyl graphics applied to all windows on all elevations



Figure 2 – initial proposals for withdrawn application (2024/2771/A)

- 2.2 Following concerns received by local residents, an amenity group and a ward councillor in regard to the proposals, officers raised concerns with the applicant given the inappropriate design, size, number, location and internal methods of illumination of the signage, which would result in unsightly visual clutter being displayed on all elevations of the building, particularly when taken together and when viewed during hours of darkness.

2.3 In response, the applicant withdrew the application and the case file was closed on 23/07/2024.

Current application

2.4 The applicant subsequently reviewed their signage proposals in light of the concerns raised and submitted a new advertisement consent application (2024/3704/A) on 02/09/2024. The application is the subject of this report.

2.5 The **original** application proposal as shown in Figure 3 below sought advertisement consent for the display of:

- 5 x externally illuminated (trough-lit) fascia panels on Haverstock Hill and Belsize Grove elevations;
- 2 x externally illuminated (trough-lit) panel signs on either side of main entrance door; and
- 1 x non-illuminated transom panel sign fitted above main entrance door



Figure 3 – original proposals for current application at application site

2.6 In responding to concerns about the previously withdrawn application, the **original** proposals for the current application included drawings which showed the following key differences:

- Removal of internally illuminating all fascia signs with LEDs and replacement with external illumination only in the form of trough lights;
- Removal of the single fascia panel sign that wrapped around the full length of the frontages on all elevations, and replacement with a number of separate fascia signs, positioned centrally above each window; and
- Removal of non-illuminated vinyl graphics applied to all windows on all elevations.

2.7 Following concerns received from local residents, an amenity group and a ward councillor to these new proposals (see Section 4 below, 'Consultation'), officers raised concern with the applicant about the design, size, number and location of the proposed signage, which could result in unsightly visual clutter when taken together and when viewed during hours of darkness.

2.8 As such, further revisions were made to preserve the character of the conservation area and street scene.

Revisions

2.9 Following the concerns raised, the applicant amended the proposal to remove and change the manner of some advert displays. They provided a **revised** drawing dated 11/11/2024 (as shown in Figure 4 below) for the display of:

- 5 x externally illuminated (trough-lit) fascia panels on Haverstock Hill and Belsize Grove elevations; and
- 1 x non-illuminated vinyl sign applied externally to transom glazing within recess above main entrance door



Figure 4 – revised proposals for current application at application site

2.10 The revised proposals showed the following differences from the original proposal:

- the omission of 2 x externally illuminated (trough-lit) panel signs on either side of main entrance door; and
- amendment to use vinyl applied to transom glazing (rather than a panel as previously proposed)

2.11 The following assessment has therefore been made based on the proposal as revised, giving due consideration to its own individual merits, and taking into account the particular site context, including all relevant planning history, policies and guidance, as well as all responses received from interested parties.

3. RELEVANT HISTORY

The site

Planning application history:

- **2024/2771/A** – Display of 4 x internally illuminated fascia signs on Haverstock Hill and Belsize Grove elevations; 2 x internally illuminated services signs on either side of main entrance door; and non-illuminated vinyl graphics applied to all windows. Advertisement consent application

withdrawn by applicant dated 23/07/2024 (following concerns raised by residents/groups and the Council).

- **2017/2156/P** - Change of use of ground/lower ground floor unit from Bank (Use Class A2) to Retail (Use Class A1) and associated alterations including new front entrance and creation of rear opening. Planning permission granted 05/07/2017.
- **2017/3424/A** - Display of externally illuminated bronze lettering to shopfront. Advertisement consent granted 21/06/2017.
- **2017/2205/P** - Change of use from Bank (Class A2) to Retail (Class A1) under the General Permitted Development Order 2015 Schedule2, Part3, Class E as amended. Certificate of lawfulness (proposed) granted 25/05/2017.
- **AW9702537** - The display of internally illuminated fascia and projecting box signs on the Haverstock Hill elevation, an internally illuminated fascia sign on the splay elevation and an internally illuminated projecting box sign on the Belsize Grove elevation. Advertisement consent granted 25/11/1997.
- **9380120** - The Display of internally illuminated lettering at fascia level reading 'MIDLAND' and two internally illuminated projecting signs on the Belsize Grove and Haverstock Hill frontages. Advertisement consent granted 02/09/1993.
- **9280139** - The display of internally illuminated fascia signs on front and side elevation together with one projecting internally illuminated double sided sign. Advertisement consent granted 01/10/1992.
- **CA534/AD1988** - Display of two sets of individually illuminated letters 229mm high mounted on two non-illuminated panels. 2. Relocation of existing internally illuminated double-sided projecting sign. Permission granted 25/05/1982.
- **CA/534** - Continuation of display of internally illuminated double sided projecting box sign. Permission granted 01/08/1966.
- **1024/23/06/61** - Illuminated projecting hanging box sign. Permission granted 19/07/1961.

Enforcement history:

- **EN24/0797** - Erected illuminated signage despite consent not yet being granted. Investigation active pending outcome of current application which is the subject of this report.

- **EN07/0570** - 2 ugly & unsightly advertising structures above cashpoints. No breach. Case closed 15/10/2008.

The area

3.1 Other relevant sites (in Haverstock Hill):

- **2024/1746/A** (no. 169) – Display of fascia signage with internally illuminated lettering. Advertisement consent granted 07/08/2024.
- **2023/3400/A** (no.183) - New signage and proposed awning. Advertisement consent granted 26/03/2024.
- **2019/1199/A** (no. 2023) - Display of internally illuminated (lettering only) fascia and marquee signs with set of 16 light bulbs below. Advertisement consent granted 04/07/2019.
- **2017/7115/A** (no. 155) - Display of an externally illuminated fascia sign and a non-illuminated projecting sign. [Retrospective]. Advertisement consent granted 14/01/2019.
- **2015/1341/A** (no. 175) - Display of externally illuminated fascia sign (trough lit). Advertisement consent granted 08/04/2015.
- **2014/5976/A** (no. 185) - Display of 3 x internally illuminated fascia signs, 2 x internally illuminated projecting signs and 1 x non-illuminated information sign to corner elevation by entrance. Advertisement consent granted 29/09/2014.
- **2013/3024/A** (no. 216) - Retention of 1 x internally illuminated fascia sign, 2 x internally illuminated menu signs, 2 x non-illuminated planter signs and an awning at ground floor level to front elevation of restaurant (Class A3). Advertisement consent refused 15/08/2013 / Appeal dismissed dated 02/05/2014 (APP/X5210/H/13/2206974).
- **2013/6869/A** (no. 199) - Display of 3 x internally illuminated perspex fascia sign in connection with existing ATM machine to the front elevation of existing retail unit (Class A1). Advertisement consent granted 12/12/2013.
- **2013/2090/A** (no. 167) - Display of 1x externally illuminated fascia sign, 1x non illuminated hanging sign and 1x awning (Class A1). Advertisement consent granted 20/06/2013.
- **2012/2420/A** (no. 199) - Display of 2 x illuminated fascia signs, 1x vinyl panel to window, 3x information displays at main entrance to shop (Class A1). Advertisement consent granted 10/05/2012.
- **2012/0963/A** (no. 185-187) - Display of 2x internally illuminated fascia signs and 2x internally illuminated hanging signs to front and side elevation. Advertisement consent granted 30/03/2012.

4. CONSULTATION

Statutory consultation

- 4.1 Given the type of application (advertisement consent), the Council does not have a statutory duty to engage in a formal consultation process.

- 4.2 Notwithstanding this, the details of the application were made available online and the Council allowed a short period of time for local residents, amenity groups and any other interested parties to comment should they choose to do so. As a result, the following responses were received.

Responses

Support

- 4.3 1 x interested party / local resident supported the proposal, summarised as follows:
- The signage has been revised and is more in keeping with the parade now

Objections

- 4.4 52 x responses received objecting to the proposal, which included Belsize CAAC and the Belsize Society. The nature of the objections is summarised as follows:

Impact on character of area

- although the new application is a bit better than the original withdrawn one, it is still not suitable for the location.
- signage and trough lighting are out of keeping with the surrounding conservation area, where more traditional and subtle designs are prevalent
- huge walls painted in bright blue paint will be out of keeping with the rest of the more tasteful shops.
- while the dark blue paint work is fine, the bright blue signs should either be smaller or (better yet) toned down. It is common in conservation areas for chains of businesses with bright signage to be required to use a more muted style.
- signs are too many in number, too large and over lit.
- the worst element of the set up is the zig zag 'paint mixed here' posters that adorn either side of the entrance.
- signs do not match the current style of the street and are likely to cheapen how the high street looks.

Officer response:

- *The applicant has removed the two illuminated signs on either side of the main entrance door.*
- *The proposed signs are similar in size and appearance to many existing signs already being displayed on other ground floor commercial units along the shopping parade. The signs would therefore not appear out-of-keeping or unduly prominent within the immediate streetscene or conservation area.*
- *The content of the displays is not a consideration. The style or “cheapness”, or the tastefulness of the content is an entirely subjective matter that is not in the scope of the advertisement regulations.*

Illumination and amenity

- Will cast excessive light which will be harsh and glaring.
- Unattractive and unsuitable.
- The size and material used will make signage highly visible.
- Lighting will be obtrusive to residential accommodation above.
- Bright, artificial lighting from the signage will negatively affect the quality of life for nearby households.

Officer response:

- *The external method of illumination for all proposed signs (using trough lights) is an appropriate form of lighting within the immediate streetscene and conservation area (altered from internal method of illumination as initially proposed in a recently withdrawn application 2024/2771/A).*
- *Lighting from each trough light would be directed inwards and downwards towards the fascia lettering below, and as such, would not cause any harm to residential amenities at either the host or neighbouring properties, particularly given the modest luminance levels which comply with guidance.*
- *Illuminated shopfronts are a feature of the commercial properties in the parades and in this area.*
- *“Attractiveness” and style of the content are not relevant.*

Public safety

- could cause a traffic hazard distraction at the junction

Officer response:

- *The proposed signs are not considered to be harmful to either pedestrian or vehicular traffic and would not introduce any undue distraction or hazard in public safety terms.*

Other issues raised in consultation

- 4.5 Objections were also received on a number of issues not related to the amenity and public safety impact of advertisement displays. These included the following:

Traffic and parking

- Increase in traffic delivering and picking-up at the site.
- Proposal will cause congestion and parking issues on the corner.
- Increase in noise from deliveries.

Existing businesses and need

- Shop will affect the trading viability of the existing nearby hardware store.
- Sets a worrying precedent for further commercialisation of Belsize Park and will encourage other large, non-local businesses to set up.

- There is no demand for such a shop and would be better off as a restaurant or any other business that will benefit the community.
- Residents in the area were not consulted about Leyland opening a shop here.

House prices

- Negatively impact the sales value of properties nearby.
- Cheapens the area and will reduce house prices.

Officer response:

- *These issues largely relate to the use or operator – there is no change of use (the site remains in Class E) and the use of the site is not part of this application which only relates to advertisement displays. These are not matters that the Council is able to take into consideration under the Town and Country Planning (Control of Advertisements) Regulations 2007. In deciding whether to approve advertisement consent or not, the Council may only consider the proposal in the interests of amenity and public safety. The advert displays and their effect on amenity and public safety would have no impact on the above issues.*

Councillors or MPs

Councillor Tom Simon (Belsize ward) objected to the proposal on the following grounds:

- I would like to object to the advertising consent for Leyland on Haverstock Hill. Although the new application is a bit better than the original withdrawn one, it is still not suitable for the location.
- Please note that Leyland have already implemented the new application. The advantage of this is that it can be viewed in real life rather than in a drawing. While the dark blue paint work is fine, the bright blue signs should either be smaller or (better yet) toned down several notches. The worst element of the set up is the zig zag 'paint mixed here' posters that adorn either side of the entrance.
- I am mindful that in conservation areas it is common for chains of businesses with bright signage to be required to use a more muted style. For example, McDonalds in Hampstead. Please could the same thinking be applied in this case.

Officer response:

- *The colours are not subject to control. The applicant has amended the original proposals to remove the 2 x illuminated signs on either side of the main entrance door. The area has a mix of fascia signs displayed on commercial premise and this is not out of character.*

5. POLICY

National and regional policy and guidance

National Planning Policy Framework 2024 (NPPF)
London Plan 2021 (LP)

Local policy and guidance

Camden Local Plan (2017) (CLP)

[Policy A1 Managing the impact of development](#)

[Policy D1 Design](#)

[Policy D2 Heritage](#)

[Policy D4 Advertisements](#)

[Policy T1 Prioritising walking, cycling and public transport](#)

[Belsize Conservation Area Conservation Area Appraisal and Management Strategy Statement \(2002\)](#)

Draft Camden Local Plan

The council has published a new Draft Camden Local Plan (incorporating Site Allocations) for consultation (DCLP). The consultation closed on 13 March 2024. The DCLP is a material consideration in the determination of planning applications but has limited weight at this stage. The weight that can be given to it will increase as it progresses towards adoption (anticipated 2026).

Supplementary Planning Documents and Guidance

Most relevant Camden Planning Guidance (CPGs):

[Amenity - January 2021](#)

[Design - January 2021](#)

[Advertisements – March 2018](#)

[Transport - January 2021](#)

Other guidance

The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements Including Digital Displays (published 2023).

6. ASSESSMENT

6.1 The principal considerations material to the determination of this application are considered in the following sections of this report:

7	Design and amenity
8	Public safety

7. DESIGN AND AMENITY

- 7.1 The principal consideration material to the determination of the application in this regard is the design and visual impact of the proposal on the character and appearance of the host building, immediate streetscene, Belsize Conservation Area and the setting of nearby listed buildings, as well as, on neighbouring amenity in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allows).
- 7.2 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into the surrounding streets and townscape.
- 7.3 Local Plan Policy D2 (Heritage) states that the Council will only permit works and/or advertisements that would not cause harm to the special architectural and historic interest of a listed building, and will resist development that would cause harm to significance of a listed building through an effect on its setting. Supported by the Belsize Conservation Area Appraisal and Management Strategy Statement (adopted November 2002), Policy D2 also confirms that the Council will require that all development within conservation areas preserves or, where possible, enhances the character or appearance of the area.
- 7.4 Local Plan Policy D4 (Advertisements) supports the above policies and more specifically in regard to signage, confirms that the Council will resist advertisements that contribute to an unsightly proliferation of signage in the area, contribute to street clutter in the public realm, cause light pollution to nearby residential properties or impact upon public safety.
- 7.5 Additionally, Camden Planning Guidance (CPG Advertisements) states that any advertisements, of whatever type, on or near a listed building or in a conservation area, must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.
- 7.6 Camden Planning Guidance (Design) states in Paragraph 6.13 that 'Any signage or lettering should be uncluttered and respect the character and design of the building'.
- 7.7 The application as revised proposes the display of 5 x externally illuminated fascia panel signs located above four windows and a main entrance door on the Haverstock Hill and Belsize Grove elevations. The signs would be in the form of cyan blue (RAL 5015) powder coated aluminium panels, each measuring 1 metre (high) x 2.6 metres (wide). The colour is not subject to control. Each sign would be externally illuminated by a single trough light with illumination directed inwards and downwards, towards the lettering below (see Figure 5 below).

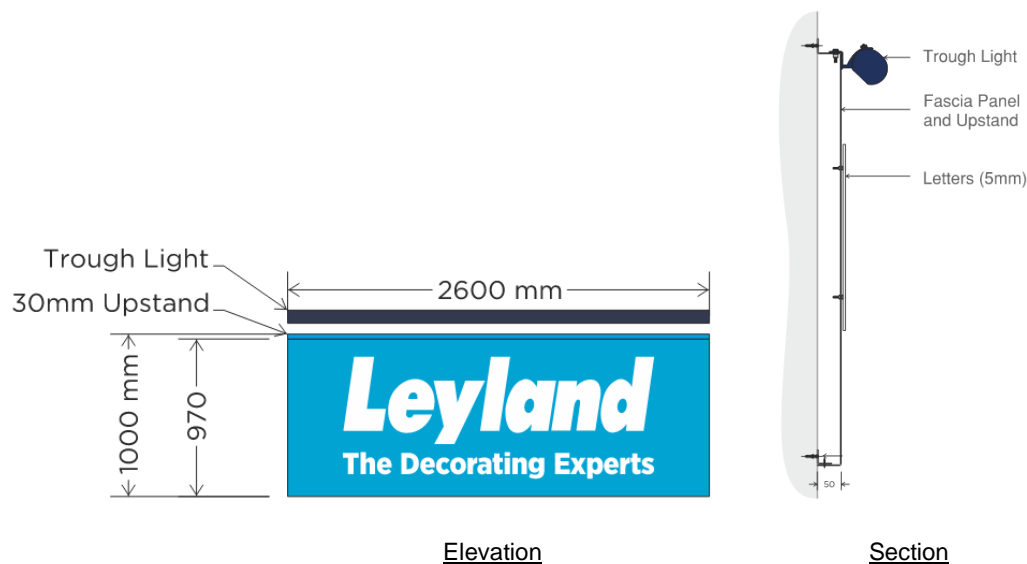


Figure 5 – revised proposal for externally illuminated fascia lettering signs (drawing extracts)

7.8 A proposed non-illuminated transom sign would also be displayed, set-back within a recess above the main entrance door to the commercial unit, located on the corner elevation between Haverstock Hill and Belsize Grove. The sign would be in the form of white lettering with a cyan blue (RAL 5015) background, displayed on vinyl applied to the interior of the glazing. The sign would measure 0.5 metre (high) x 1.5 metres (wide) - see Figure 6 below.

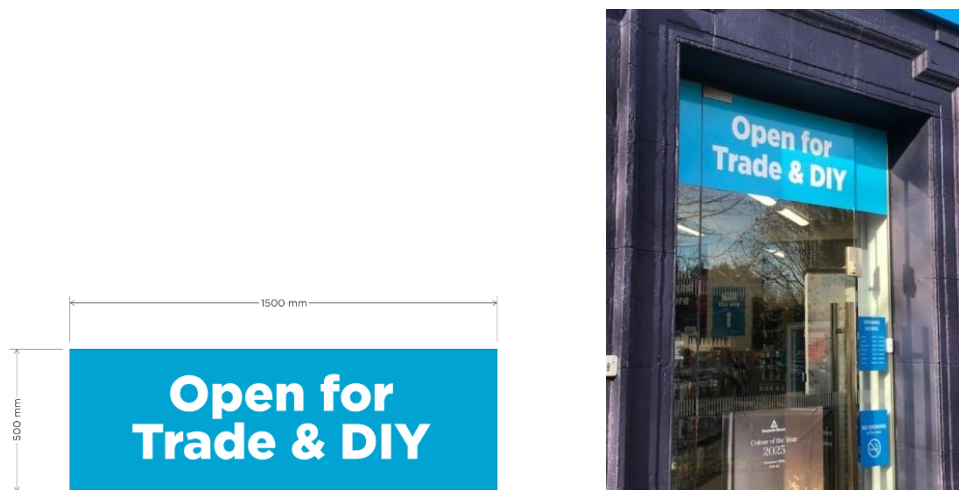


Figure 6 – revised proposal for a non-illuminated vinyl sign applied to transom glazing (drawing extract) & photograph showing sign in situ within doorway recess

7.9 Advertisements are intended to attract attention and are commonplace in various forms on retail and commercial units in high streets. In this case the proposed signs as revised have a similar appearance in terms of their size and design, with many existing fascia signs in the area being displayed along the length of the shopping parade where the application site is located.

7.10 This was confirmed during a site visit and informal survey of retail units carried out along the western side of Haverstock Hill by the planning case officer. Figures 7-10 below show a few examples of the many existing fascia signs being displayed in Haverstock Hill which are of similar size and appearance to the fascia signs being proposed in this application. The existing examples shown are – no.19 Belsize Grove (Hadleigh Residential); no.155 Haverstock Hill (Belsize Hair Salon); no.161 Haverstock Hill (Hamptons); and no.165 Haverstock Hill (Londis).



Figures 7-10 – examples of existing signage being displayed on the western side of Haverstock Hill

- 7.11 Notwithstanding that the examples above and other similar signage being displayed in Haverstock Hill appear to be a mix of expressly consented, deemed, previously unauthorised and/or historic advertisements, they are all typical of signage currently being displayed in this part of the Haverstock Hill and form part of the established character for signage along the wider parade of shops. As such, the proposed 5 x fascia signs, which are similar in terms of their size and appearance to existing signage already in situ on other ground floor commercial units, would be in keeping with the established character and appearance of advertisements in the immediate area.
- 7.12 Furthermore, in terms of the proposed location for each fascia sign, it is noted that the host premises has essentially three elevations by virtue of the building wrapping around a flat-faced, corner junction elevation situated between an elevation on Belsize Grove and a much broader frontage on Haverstock Hill. Each of the proposed fascia signs would be suitably located above and vertically aligned with the positions of 4 large windows and a main entrance door which are located on these elevations.
- 7.13 Importantly, the broader elevation on Haverstock Hill is noted as containing 5 windows in total (3 x large and 2 x slimmer ones) which are present in a façade which extends over a distance along the ground floor parade comparable to the width of 3 small shopfronts. Therefore, given that the display of a single fascia sign would likely be appropriate for a small shopfront in Haverstock Hill, as evidenced by numerous existing examples currently on display within the immediate locality, it follows that 3 fascia signs as proposed would not be out-of-keeping on the Haverstock Hill elevation of the host premises, in view of the fact that all 3 signs are considered to be appropriate in terms of their size, proportions and vertical alignment. As such, all 3 x proposed fascia signs on this elevation, would appear in keeping with the existing character, appearance and form of the building and wider streetscene in this context.
- 7.14 Regarding illumination, each proposed fascia sign would be externally illuminated by means of a single, centrally fixed trough light, appropriately sized and positioned above each sign with lighting directed inwards and downwards towards the fascia lettering below. The luminance levels for each trough light would be no higher than 300 cd/m² in accordance with 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements Including Digital Displays' (published 2023).
- 7.15 Proposals also include the display of a non-illuminated vinyl sign applied to existing transom glazing within a doorway recess and above the main entrance door on the corner elevation of the host building. In this way, the sign would not protrude outwards from the building frontage nor appear visually prominent, particularly given the non-illuminated nature of the sign.
- 7.16 With regard to the Grade II listed, Belsize Park Underground Station (no. 190 Haverstock Hill) situated obliquely opposite to the north, although the proposals

would involve the display of signage within the setting of this listed building, it is noted that the proposed signage would be located on the other side of the main road at some distance away and solely at ground floor level.

- 7.17 As such, in heritage terms, the impact of the revised proposals would be limited and the signs would not diminish the ability to understand or appreciate the significance of the listed building or its setting, nor would they be detrimental to the settings of any other listed buildings situated nearby. Additionally, the proposed signs would not be harmful to or obscure any significant architectural or historic features of either the listed or host buildings.
- 7.18 Overall, therefore, the proposals as revised are considered to be acceptable in design and visual amenity terms, by virtue of their design, size, location, methods of illumination and luminance levels, and would not appear out-of-keeping or unduly prominent within the immediate streetscene. As a result, the revised proposals would preserve the character and appearance of the host building, streetscene and wider Belsize Conservation Area.

Neighbouring amenity

- 7.19 As well as visual amenity which is covered above, policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.
- 7.20 The revised proposal would not cause any harm to residential amenity at either the host or neighbouring properties, particularly given the modest luminance levels of the proposed externally illuminated signs, the inwards and downwards direction of lighting from each trough light and the type of advertisements proposed which appear typical of appropriate advertising already present in this part of Haverstock Hill.

8. PUBLIC SAFETY

- 8.1 The principal consideration material to the determination of the application in this regard is the impact of the proposal on highway, pedestrian and cyclist's safety.
- 8.2 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't any adverse impact on the highway network, the public footway and crossover points.
- 8.3 The proposed signs are not considered to be harmful to either pedestrian or vehicular traffic and would not introduce any undue distraction or hazard in public safety terms, particularly given the modest luminance levels and static

nature of the proposed externally illuminated signs, as well as, the inwards and downwards direction of lighting from each trough light. There would be no demonstrable conflict with highway signs or signals that could result in public safety concerns, and the revised proposals, therefore, are acceptable in terms of public safety impact.

9. OTHER MATTERS

Unauthorised display of signage

- 9.1 Since the submission of the advertisement consent application on 02/09/2024, it has come to the Council's attention that all signage as originally proposed, as well as, externally applied vinyl signs, are being displayed at the site without the necessary consent.
- 9.2 In particular, 2 x unauthorised externally illuminated (trough-lit) panel signs being displayed on either side of the main entrance door and several unauthorised vinyl signs applied externally to shopfront windows on Haverstock Hill and Belsize Grove elevations appear as intrusive visual clutter, harmful to the character and appearance of the host building, streetscene and wider Belsize Conservation Area.
- 9.3 As such, the Council may take enforcement action which could include prosecution or securing the removal of these unauthorised advertisements should the applicant not have removed them within 14 days from the date of any decision notice granting consent for other signage included in the application proposals. An informative has been recommended setting out the next steps and enforcement liability.

Fallback

- 9.4 The Town and Country (Control of Advertisements) (England) Regulations 2007 grant deemed consent for a range of advertisement displays, which means they do not need express consent from the Local Planning Authority. Class 5 deemed consent allows advertisements on business premises but prohibits illumination in conservation areas. The proposals in this application require express consent because of the illumination. If the external illumination was removed from the building, they would not require consent from the LPA and this fallback position (removing the lights) is a relevant consideration – but the weight to afford it is a matter for the decision maker.

10. CONCLUSION

- 10.1 Given the above assessment, the proposals as revised are considered acceptable in design and visual amenity terms, by virtue of their design, size, location, methods of illumination and luminance levels, and would not appear out-of-keeping or unduly prominent within the immediate streetscene. As a result, the revised proposals would preserve the character and appearance of

the host building, streetscene and wider Belsize Conservation Area within this context

- 10.2 Additionally, it is considered that the revised proposal would not cause any harm to residential amenity at either the host or neighbouring properties, nor do they raise any public safety concerns.
- 10.3 As such, the proposals are in general accordance with all relevant policies and guidance as listed above, and are acceptable and in compliance with the development plan as a whole.

11. RECOMMENDATION

- 11.1 It is recommended that advertisement consent be granted.

12. CONDITIONS

Standard advertisement consent conditions

1 Permission of owner

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 Public safety

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 Visual amenity

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 Maintenance

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 Removal

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.

13. INFORMATIVES

1.

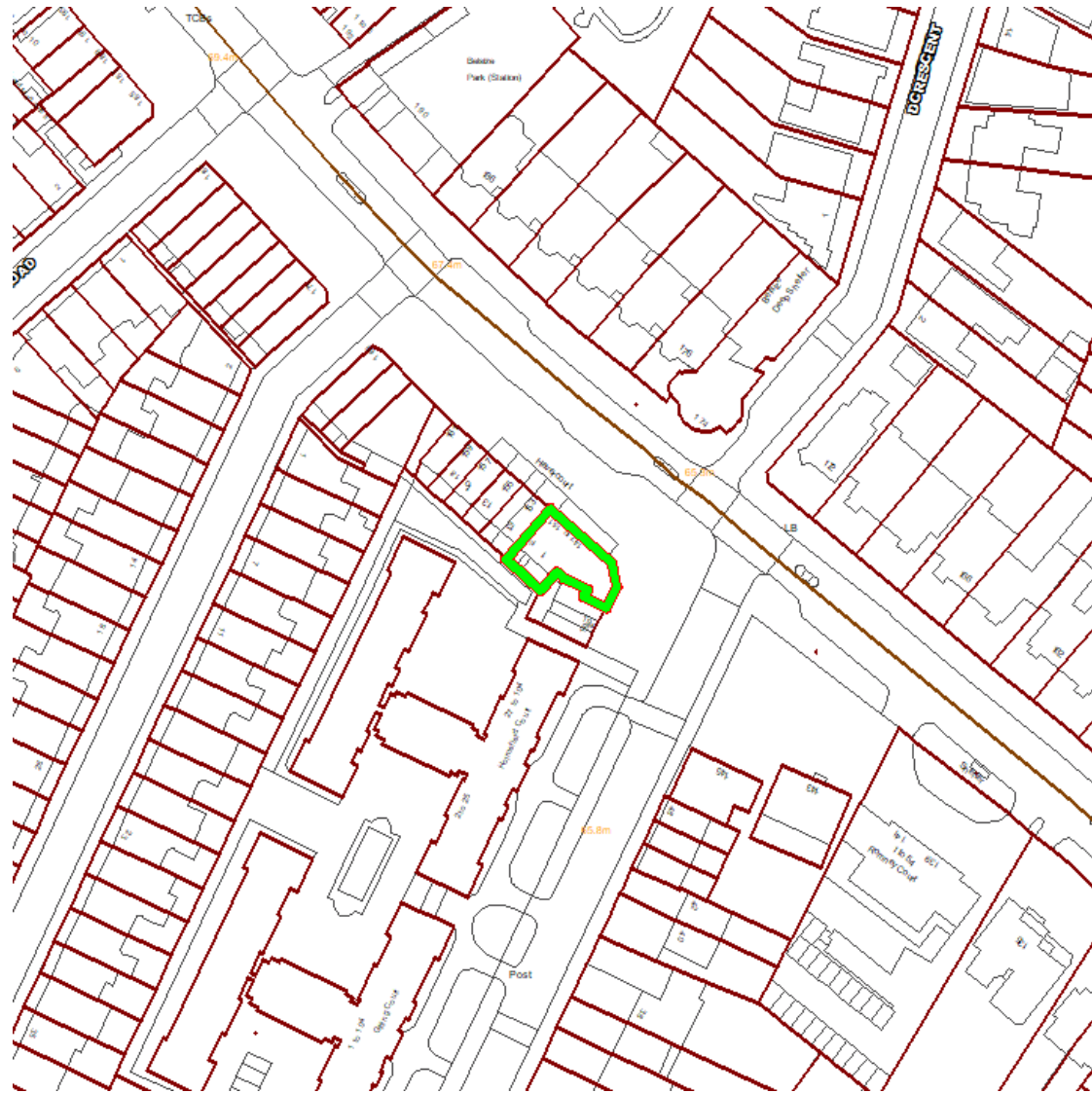
WARNING OF PROSECUTION ACTION TO BE TAKEN

2 x unauthorised externally illuminated (trough-lit) panel signs being displayed on either side of the main entrance door and several unauthorised vinyl signs applied externally to shopfront windows on Haverstock Hill and Belsize Grove elevations appear as intrusive visual clutter, harmful to the character and appearance of the host building, streetscene and wider Belsize Conservation Area. As such, the Council will authorise the Borough Solicitor to secure removal of these advertisements and start prosecution proceedings in the Magistrates Court if necessary.

The Council is prepared to allow the applicant a period of 14 days from the date of the decision notice in order to remove the advertisements. If the advertisements have not been removed during this period, the council may commence formal proceedings.

Please be aware that the display of such advertisements without the benefit of advertisement consent is a criminal offence under Section 224 of the Town and Country Planning Act 1990 (as amended).

Site Plan



Proposed fascia panels (mock-up images) as revised

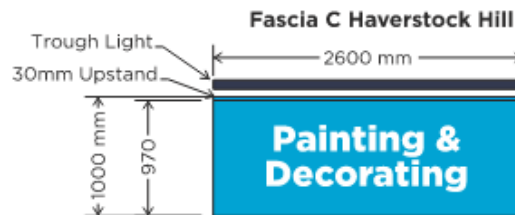
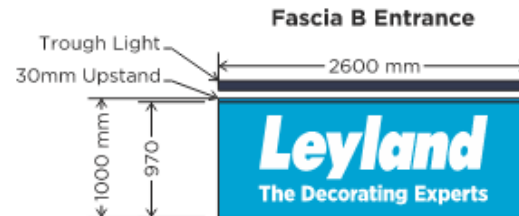
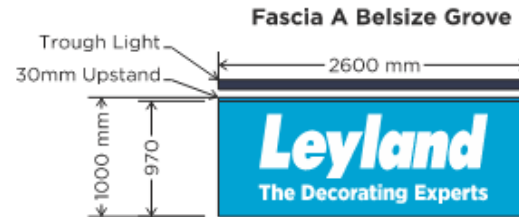
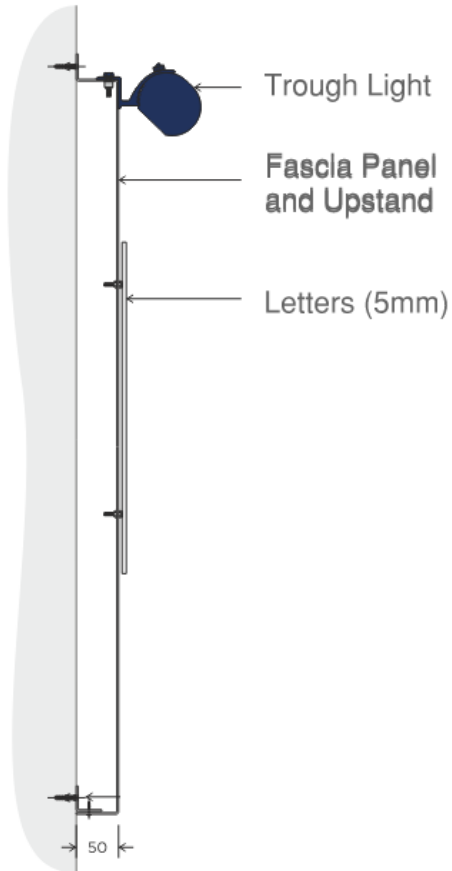


Please note:

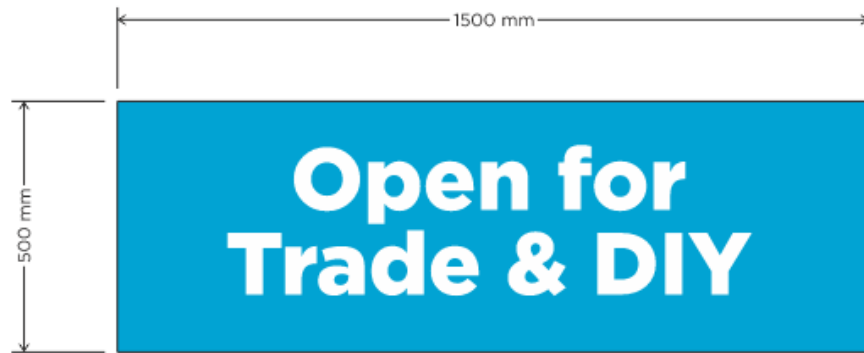
- Above mock-up shows fascia signage placement in Leyland blue (cyan).
- Exact colour of fascia signage is slightly less bright – RAL 5015 – powder coated aluminium signage
- Photo shown to the right



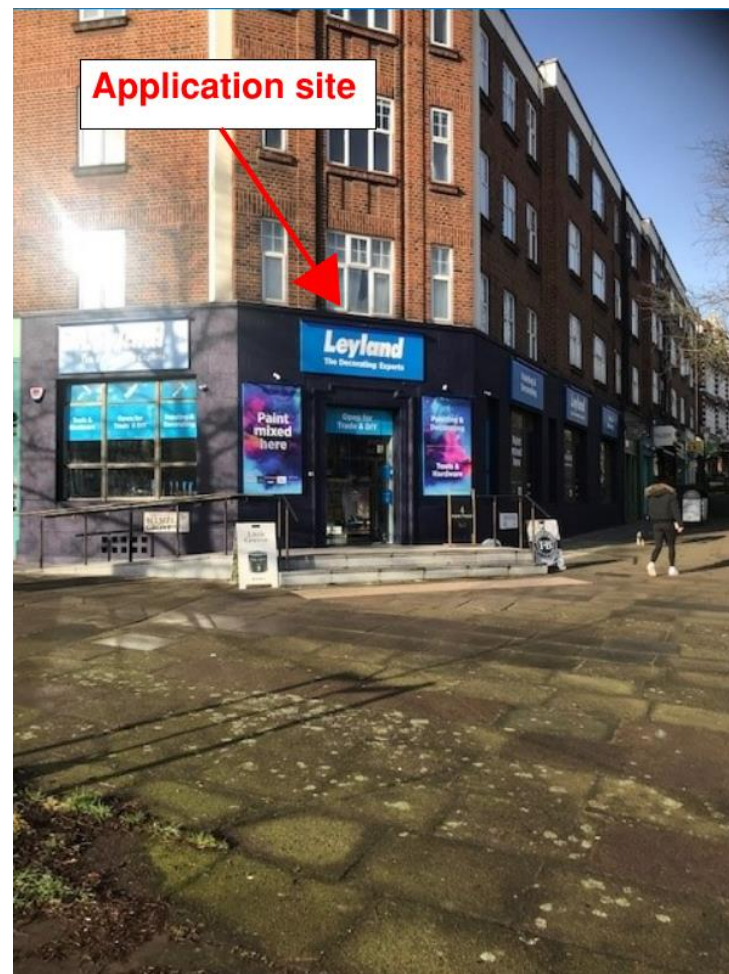
Proposed fascia panels and trough lights as revised



Proposed entrance door transom vinyl (non-illuminated) as revised



Photos 1 & 2 (05/02/2025) – streetscene at application site



Photos 3 & 4 (05/02/2025) – Haverstock Hill elevations



Photos 5 & 6 (05/02/2025) – corner entrance elevation



Photos 7 & 8 (05/02/2025) – Belsize Grove elevation



Photos 9 & 10 – existing fascia sign examples in Haverstock Hill



**No.19 Belsize Grove
(Hadleigh Residential)**



**No.155 Haverstock Hill
(Belsize Hair Salon)**

Photos 11 & 12 – existing fascia sign examples in Haverstock Hill



**No.161 Haverstock Hill
(Hamptons)**



**No.165 Haverstock Hill
(Londis)**