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Submitted via Planning Portal

Planning Department
London Borough of Camden Council

25 July 2023

Our Ref: 7002

Dear Sir / Madam,

RE: Application for Advertisement Consent – Units D1 Hawley Wharf, 1 Dockray Place, Camden, London NW1 8QH

On behalf of our client Gail's Ltd (Gail's), we are pleased to submit an application seeking advertisement consent for the installation of signage at the above address in connection with its occupation by Gail's.

Application Site

Units D1 Hawley Wharf comprises a ground floor commercial unit set within the wider seven storey building located at 1 Dockray Place, forming part of the wider Hawley Wharf development. The unit is currently vacant, soon to be occupied by Gail's. The remainder of the ground floor and basement is occupied by various commercial, retail and leisure uses, and the upper floors consist of residential dwellings.

Units D1 is located within the western area of the ground floor, with the paved area outside the units frontage being pedestrianised to provide access to the wider Hawley Wharf area. The site is bound to the south by railway tracks.

The site is located within Camden Town Centre boundary. The building is neither statutorily nor locally listed and is not located within a Conservation Area.

Application Proposals

Gail's are seeking advertisement consent for the following signage installation:

- 1 no. internally illuminated projecting sign, to be installed to building façade

The enclosed drawings also show lettering mounted behind the front glazing; as these are installed internally, these advertisements benefit from deemed consent already, and do not require express consent.

The proposed hanging sign is of a high-quality finish, complimentary to the building's façade, and results in no alteration to the shopfront's existing structure or arrangement. With consideration to NPPF guidance relating to advertisement control (Paragraph 136), the proposed advertisement in terms of its scale, design and level illumination will have no negligible impact on the interests of surrounding amenity or public safety. The proposals will also ensure complete compliance with Camden Local Plan Policy D4, which requires Advertisements to preserve the character and amenity of the area, and not result in signage causing light pollution to nearby residential properties.

Managing Director
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In support of this application, please find enclosed the following:

- Application Forms
- Application Fee of £132.00
- Drawing Pack

We trust that the application meets the council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'James Baker', with a long, sweeping horizontal stroke extending to the right.

James Baker

Planner

Planning Potential

London

Enc.