

Development Control
Planning Department
London Borough of Camden
5th Floor, Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ

Our ref. LJW/NFT/J10042/advert

Your ref.

For the attention of Mr M Smith

16 June 2010



Dear Sir

No's 1-6 Chalk Farm Road, Camden Town

On behalf of our client Ground Gilbey Limited, we are instructed to seek advertisement consent on a temporary basis in respect of banners which would be attached to the upper floors of No's 1-6 Chalk Farm Road. The completed forms and cheques for each are enclosed.

Background to the proposal

Advertisement consent was granted on 12 May 2009 for banner advertisements located at the first and second floors of 1-6 Chalk Farm Road. Advertisement consent was granted for a period of one year.

As the Council is aware, these buildings fronting Chalk Farm Road were substantially damaged in the February 2008 fire and works were completed in 2009 to secure the structural integrity of the buildings, in advance of proposals for the wider site known as Camden Lock Village coming forward.

Our client is seeking a further temporary advertisement consent as they do not, at present have the funds available to reinstate the upper floors of 1-6 Chalk Farm Road. These buildings will be reinstated as part of the Camden Lock Village proposals coming forward.

The terrace of unlisted buildings is situated within the Regent's Canal Conservation Area. Due to extensive fire damage they currently adversely affect the character, setting and appearance of the Conservation Area.

Both so as to dramatically improve the visual appearance of the buildings in the short to medium term, and to celebrate Canal Market, it is proposed to display six large banner signs made of fabric to the front, rear and side elevations of the terrace of buildings. The banner signs would not be illuminated. It is anticipated that the banners would remain in place for 12 months, temporary consent(s) would therefore be quite sufficient.

Scope of applications

Accordingly, we enclose the original plus three copies of the following: -

Advertisement consent application

- Advertisement Consent application forms;
- Certificate A;
- Location Plan (scale 1:1250) – DWG000;
- Existing and proposed plans and elevations drawings:
 - Existing Elevations – DWG001
 - Proposed Elevations – DWG002
 - Existing Plan – DWG003
 - Proposed Plan – DWG005
- Indicative image in situ – Sign 1;
- Indicative image in situ – Sign 2;
- Sign Specification.

A cheque for £170 being the requisite application fee.

Compliance with planning policy

For the purposes of Section 38(6) of the Planning & Compulsory Purchase Act 2004, the development plan comprises the adopted Camden Unitary Development Plan (June 2006) and the London Plan (February 2008).

The application site falls within the Camden Town Centre, classified as a major centre within the London Plan strategic town centre network and one of Camden's six town centres. As such planning policy supports the enhancement of retail and tourism facilities at this location.

The re-opening of Canal Market in 2009 provides a major boost to Camden Town Centre, thereby positively enhancing the retail and tourism offer. Works to enhance the visual appearance of No's 1 -6 Chalk Farm Road are considered to be integral to that offer.

It is considered that the proposal would positively respond to UDP policy R4 (Markets) and would not cause harm to public safety, local environmental conditions or highway safety. Indeed, advertisement consent was granted by Camden Council in 2009.

The proposal to site temporary banner signs in the form and location proposed would not cause any greater harm than exists currently, to the visual amenity of the Conservation Area. In addition, no harm would be caused to highway or pedestrian safety, as the signs would not be illuminated nor projecting. It is therefore considered that the proposal would comply with the aspirations of UDP policy B4. Indeed the display of these banner signs would make an important contribution to the vitality and function of this part of Camden Town Centre and would not be out of scale or overly obtrusive so as to harm the amenity of residential areas, the Conservation Area or be deemed a public safety hazard.

The proposals taken as a whole accord with up to date development plan policy and other material planning considerations of substantial weight and support the grant of planning permission.

Validation and period for determination

Should officers consider that any additional information be necessary for validation, we would ask to be notified immediately by telephone.

It is our view that by the very nature of the proposals that both the planning application and application for advertisement consent could be treated as a minor case and could be determined within a period of eight weeks, under officer delegated powers, should no material objections be received.

Please do not hesitate to contact Natalie Thompson of this office to discuss matters further.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Gerald Eve LLP', written in a cursive style.

Gerald Eve LLP

Encs