

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

**Our ref.** LJW/NTH/J10003

**Your ref.**

7 April 2009



Dear Sirs

## **Canal Market, Hawley Wharf, Camden**

On behalf of our client Ground Gilbey Limited we are instructed to seek planning permission and advertisement consent in respect of forty flag poles which would be sited at Canal Market, Hawley Wharf. The completed forms and cheques for each are enclosed.

### **Background to the proposal**

The site is situated within the Regent's Canal Conservation Area. Due to extensive fire damage it has taken over a year for the Market to be re established. Currently the Canal Market adversely affects the character, setting and appearance of the Conservation Area.

It is proposed that a number of flag poles will be erected to celebrate the long awaited re-opening of the Market. The flags attached to the poles would not be illuminated. The flags are made of canvas and do not have a long life. It is anticipated that the flag poles would remain in place in the short term whilst longer term plans for the market are devised. Temporary consent(s) would therefore be quite sufficient.

The flags will not be used for any commercial advertising but will only draw the attention to visitors that the Canal Market is open once again for business.

### **Scope of applications**

Accordingly, we enclose three copies of the following: -

#### Planning application

- Planning application forms;
- Certificate A
- Location Plan (scale 1:1250);
- Drawing numbers 001\*, 002, 003 (\* 001 is to be used for the Location Plan and existing layout)

**London (West End & City) Birmingham Cardiff Glasgow Leeds Manchester Milton Keynes West Malling**

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**Advertisement consent application**

- Advertisement Consent application forms;
- Certificate A;
- Location Plan (scale 1:1250);
- Drawing numbers 001\*, 002, 003 (\* 001 is to be used for the Location Plan and existing layout)

A cheque for £505 being the requisite application fees

**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 would provide a major boost to Camden Town Centre, thereby positively enhancing the retail and tourism 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. It is important to note that the flag poles would only be visible by passers- by standing on the bridge at Camden High Street or at canal level. The nearby residential properties would be unable to view the flag poles due to the position of the railway viaducts.

With regard to the form and location proposed, the flag poles 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 the flag pole signs 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 either Natalie Thompson or Sebastian Knox of this office to discuss matters further.

Yours faithfully

*Gerald Eve LLP*

**Gerald Eve LLP**  
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