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FAO: Laura Hazelton

28 November 2019

Our ref: LJW/HBR/AKG/AJA/J10003A

Your ref: 2018/1715/P // PP- 08272824

Dear Sirs

Site at Hawley Wharf, Land bounded by Chalk Farm Road, Castlehaven Road, Hawley Road, Kentish Town Road and Regents Canal, London, NW1
Approval of Details in relation to Planning Permission ref: 2018/1715/P

We write on behalf of our client, Stanley Sidings Limited, enclosing an application to discharge condition 21 of planning permission ref: 2018/1715/P in respect of: Site at Hawley Wharf, Land bounded by Chalk Farm Road, Castlehaven Road, Hawley Road, Kentish Town Road and Regents Canal, London, NW1.

Background

On 3 December 2018 planning permission (ref: 2018/1715/P) was granted in respect of the site for the following development:

"Variation and removal of various conditions of planning permission dated 23/01/2013 ref: 2012/4628/P (for the mixed use redevelopment of the site), to reflect various physical amendments to permitted scheme, to provide temporary solution for retention of coal chute, and to refer to previously approved drawings and planning conditions; these include variation of conditions 65 & 66 (approved drawings), variation of conditions 4 (east-west route) and 29 (skewed arch), and removal of condition 24 (privacy measures)."

Condition 21

Condition 21 states:

"A 'Shopfront Strategy', which shall include details of shutters for individual units, fascias, any proposed enclosure and advertising, shall be submitted to and approved in writing by the Council before any work is commenced on the relevant part of the development, and all relevant parts of the development shall be implemented and maintained in accordance with the approved strategy".

Accordingly, please find enclosed the 'Shopfront Strategy', prepared by Labs. The strategy demonstrates the shopfronts for the retail units across the scheme:

1. Chalk Farm Road (Building A0);
2. Buildings A1 and A2;

3. Viaduct Arches;
4. Local Retail (Area C); and
5. Building DE.

Images and plans are enclosed with this application, which detail the proposed fascia's, signage and advertising for the shopfronts.

The Landlord will ensure that the strategy is enforced at the site by requiring tenants to comply with the Tenant Handbook through their lease agreements. Tenants will also be notified that they must seek separate advertisement consent from Camden for all signage that requires it.

No external shutters are proposed to the shopfronts.

Traditional fascia signage is proposed to all shopfronts, except that proposed for Building A1 and A2 restaurants where a traditional fascia does not exist. Here the strategy proposed is for tenants to locate signage on the top of the curtain wall windows.

Projecting flag signs are proposed to shopfronts to the viaduct arches and the local retail units (Area C). The projecting flag signs proposed would protrude 400mm from the façade and the flags would be 300x150mm in size. The introduction of flag signage in this location would enhance the character and appearance of this route. Tenants would be required to hang a flag in order to maintain a consistent appearance to the façade. All flag designs would be subject to further approval from Camden and the tenants would be made aware of this requirement.

Awnings are proposed to some of the viaduct arch shopfronts as specified in the enclosed Shopfront Strategy. This is considered appropriate as the permitted use of these units is restaurant / hot food takeaway (Class A3/A5) and tables and chairs are to be placed outside the units. The addition of awnings to these facades will improve the vitality and activity of the route which will serve to draw pedestrians into the centre of the development.

As previously stated, any advertisement consent required for signage that tenants wish to add to the awnings would be sought separately. In order to ensure that the façade retains a consistent appearance, all tenants will be required to install and maintain an awning as shown within the enclosed Shopfront Strategy.

It is considered that the information provided is sufficient to satisfy this part of the condition and as such the application should be approved.

Application Documents

Accordingly, we enclose the following for your approval:

- Application forms; and
- Shopfront Strategy, prepared by Labs.

The application fee of **£141** (including a £25 planning portal charge) has been paid concurrent to the submission of this application.

We look forward to your confirmation of receipt and subsequent validation of this application. In the meantime, if you have any questions or require anything further, please do not hesitate to contact Anna Gargan (020 75618 7240) of this office.

Yours faithfully

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