

Application ref: 2019/6215/P
Contact: Laura Hazelton
Tel: 020 7974 1017
Date: 13 February 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Gerald Eve LLP
Gerald Eve LLP
72 Welbeck Street
London
W1G 0AY
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Approval of Details Granted

Address:

Site at Hawley Wharf
Land bounded by Chalk Farm Road
Castlehaven Road and Hawley Road
London
NW1 8RP

Proposal:

Details of shopfront strategy required by condition 21 of planning permission 2012/4628/P dated 23/01/2013 (as amended by 2018/1715/P dated 03/12/2018) for mixed use redevelopment of Hawley Wharf site.

Drawing Nos: Shopfront strategy document received by LPA 30/01/2020.

The Council has considered your application and decided to grant permission.

Informative(s):

1 Reason for granting permission

A shopfront strategy has been submitted to discharge condition 21 which required details of shutters for individual units, fascias, any proposed enclosure and advertising.

The submitted information includes detailed drawings of the proposed fascias, signage and advertising. No external shutters are proposed. Traditional fascia

signage is proposed to all shopfronts, except for Building A1 and A2 which is more modern in appearance and doesn't feature a traditional fascia. In this instance, signage is proposed to be located on top of the curtain wall windows.

Projecting signs are proposed to shopfronts within the viaduct arches and the local retail units (Area C). All Tenants would be required to install the same signage in order to maintain a consistent appearance. Awnings are proposed to the restaurants and hot food takeaway units within the viaduct arches. The submission outlines that future tenants will be required to comply with the Tenant Handbook throughout their lease and that new tenants will be informed of the requirement to obtain separate advertisement consent where necessary.

The Council's Conservation Officer has reviewed the submitted details and confirmed the details would safeguard the appearance of the site and the character of the immediate area, and as such, the submitted details are considered sufficient to satisfy the requirements on condition 21.

No objections have been received. The site's planning history has been taken into account when coming to this decision.

The full impact of the proposed development has already been assessed. The proposed details would not have a harmful impact on the appearance of the host buildings and streetscene, on the character of the conservation area or on neighbouring amenity.

As such, the submitted details are in general accordance with policies D1 and D2 of the London Borough of Camden Local Plan 2017.

- 2 You are reminded that the following conditions relating to planning permission ref: 2018/1715/P (dated 03/12/2018) still need to be discharged: Condition 50 (sound insulation for Area A restaurants) and 51 (sound insulation for Area C cinema).

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope
Chief Planning Officer