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FAO: Laura Hazelton

11 June 2021

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

Your ref: 2020/0362/P // PP-09929279

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: 2020/0362/P

We write on behalf of our client, Stanley Sidings Limited, enclosing an application to part re-discharge condition 21 of planning permission ref: 2020/0362/P in respect of the shopfront strategy at the Site at Hawley Wharf, Land bounded by Chalk Farm Road, Castlehaven Road, Hawley Road, Kentish Town Road and Regents Canal, London, NW1.

Background

On 28 October 2020 planning permission (ref: 2020/0362/P) was granted in respect of the site for the following development:

“Variation of various conditions of planning permission dated 23/01/2013 ref: 2012/4628/P amended by planning permission dated 03/12/2018 ref. 2018/1715/P (Redevelopment of site to create a mixed use development comprising 8 new buildings between 3 and 9 storeys in height to provide, employment, housing, retail market, cinema, produce market, including change of use of 1 Hawley Road to educational, together with associated engineering works to create basements, plant and ancillary works, highways, public realm improvements, car and cycle parking and landscaping, tree removals, and associated works, following the demolition of all buildings across the site including single storey shopfront extensions at 1-6 Chalk Farm Road (excluding 1 Hawley Road and remaining structures at 1-6 Chalk Farm Road), to reflect various physical and land use amendments to the permitted scheme, to relocate cinema (Class D2) to the northern arches, provision of new family entertainment (sui generis) use in the basement of Building C, including new mezzanine floor, relocation of light industrial (Class B1c) to the basement of Building A1, loss of existing market retail (Class A1), reconfiguration of Buildings A1 and A2 roof terrace seating, variation of condition 10 (cinema plan) and conversion of four market residential units to intermediate residential units and associated works.”

This application seeks to part re-discharge condition 21 of planning permission ref: 2020/0362/P. Condition 21 (ref: 2019/6215/P) was previously discharged on 13 February 2021. This Shopfront Strategy relates to Chalk Farm Road (Building A0) and the Viaduct Arches. If approved this Shopfront Strategy will supersede the previously approved design of Chalk Farm Road (Building A0) and the Viaduct Arches. The previously approved design of the Buildings A1 and A2, Local Retail (Area C) and Building DE shopfronts will remain.

Condition 21

Condition 21 states:

“The 'Shopfront Strategy' shall be installed in accordance with the details approved on 13/02/2020 under reference 2019/6215/P, or other such details which have been submitted to and approved in writing by the local planning authority, which shall include details of shutters for individual units, fascias, any proposed enclosure and advertising. 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 following retail units across the masterplan:

1. Chalk Farm Road (Building A0); and
2. Viaduct Arches.

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

The revised shopfront design is in response to tenants' request to derive more demand and increase footfall into their stores and increase their visibility and brand recognition.

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.

Fascia signage is proposed to the shopfronts at Building A0. The fascia signage will be internally illuminated; the illumination will be static. All tenants would be required to install the same style signage in order to maintain a consistent appearance.

Projecting hanging signs are also proposed to the Building A0 shopfronts. The projecting hanging signs proposed would protrude 650mm from the façade and the flags would be 600 x 600mm in size. The introduction of flag signage in this location would enhance the character and appearance of this route. The projecting hanging signs will be internally illuminated. Tenants would be required to hang a hanging sign in order to maintain a consistent appearance to the façade. All details for future hanging and fascia designs would be subject to further advertisement consent from Camden and the tenants would be made aware of this requirement.

Additionally, in order to give more visibility to the tenant in the corner unit of the Building A0, it is proposed to have a sign on the top of the window of the unit. The sign will be 600 x 1750mm and will be internally illuminated. It will not have any intermittent light source, moving feature or animation.

At the Arches a small rear shopfront fascia signage is proposed. The signage will be 200 x 800 mm and will be set 600mm from the left-hand side of each fascia. Tenants would be required to display this signage in order to maintain a consistent appearance to the façade. The signage would not be illuminated.

The proposals have been sensitively designed so that they do not cause harm to the Regent's Canal Conservation Area.

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 **£144** (including a £28 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) or Andrew Jackson (020 3486 3734) of this office.

Yours faithfully



Gerald Eve LLP