

Application ref: 2021/2090/A  
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Image Technique Ltd  
Saxon Business Park  
Stoke Prior  
Bromsgrove  
B60 4AD

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Arches N7-N14**

**Site at Hawley Wharf**

**Land bounded by Chalk Farm Road**

**Castlehaven Road**

**Hawley Road**

**Kentish Town Road and Regents Canal**

**London NW1**

Proposal:

Display of 7 sets of illuminated letters/numerals, 2 digital screens, and 10 internally illuminated poster frames.

Drawing Nos: Site Location Plan 29/04/2021, 455\_SK018, Arch N7 Proposed Signage (pages 1-8) Rev G (10/09/2021), Digital Screen Rev C (07/05/2021).

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The adverts hereby approved shall be limited in illumination to 375cd/m<sup>2</sup> and illumination shall be static in nature.

Reason: In order to protect local amenity in accordance with policy A1 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting permission:

The proposed display of signage for the new Curzon Cinema is considered acceptable in terms of design, scale, materials and illuminations and would not appear to be incongruous in this location and setting.

Seven sets of illuminated letters/ numerals shall be installed at fascia level to denote various entrances to the box office, bar and individual screens within arches. Further to this, two digital screens shall be installed back to back at Arch N9. Screens shall be 1235mm in height and 705mm in width.

Additionally, 10 internally illuminated poster frames (two each fitted to arches N10 -

N14) shall be placed along the new frontage at intervals. Poster frames shall be 847mm in height and 1194mm wide. The number of signs proposed here is considered acceptable here given the proposed use as a cinema and the nature of advertising and promoting film for public viewings.

All illumination shall be limited to a maximum of 375cd/m<sup>2</sup> which shall be controlled by condition attached to this decision.

The proposal is not considered to cause any harm to highways safety or residential amenity.

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

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

You can find advice in regard to your rights of appeal at:

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

Yours faithfully

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

Daniel Pope  
Chief Planning Officer