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25 March 2022

Dear Laura,

Town and Country Planning Act 1990 (as amended)
Hawley Wharf Masterplan Site (Building C Basement)
Application for Advertisement Consent

On behalf of our client, Stanley Sidings Ltd (the 'Applicant') we enclose an application for advertisement consent for the following works to the Castlehaven Road, north-west and south elevations of the unit at Building C Basement, Hawley Wharf, Chalk Farm Road, Camden, NW1 (the 'Site'):

"Installation of internally illuminated fascia, wall hanging and window vinyl signage"

Site and Surroundings

The site is located within Hawley Wharf Market in Camden which has recently undergone comprehensive redevelopment to deliver a mixed-use scheme within Camden Town Centre.

The site has been approved as a family entertainment use (sui generis) and will provide a mix of rides and activities to appeal to families all year round. Attractions aimed at younger children are located on the basement levels whilst the newly created mezzanine level holds attractions aimed at teenagers. The use was approved under planning permission ref: 2020/0362/P (dated 28 October 2020).

Relevant Planning History

Planning permission was originally granted in January 2013 for the mixed-use redevelopment of the wider Site (ref: 2012/4628/P).

Since this time, there have been a number of minor material (Section 73) and non-material (Section 96a) amendments to the scheme.

The operative planning permission for the site, being the most recently permitted minor material amendment, is planning permission ref: 2020/0362/P, dated 28 October 2020. The scheme has been built in accordance with this planning permission and fit out accordingly.

Proposals

The proposed works include the installation of one illuminated fascia sign, one illuminated circular face hanging sign and five window vinyls to the Site. The location of the signage is shown on the relevant plan submitted as part of this application.

The tenant of the Site is an internationally recognised company specialising in designing and running family entertainment attractions. The approved use is an important part of the holistic strategy to widen the appeal of Hawley Wharf development. It is hoped that it will boost employment and provide an important amenity for locals and visitors alike. The installation of the below works will assist in attracting new and repeat visitors and driving footfall to the wider masterplan site, and beyond into Camden Town Centre.

The dimensions of the illuminated fascia sign will be:

- Width – 3755mm;
- Height – 800mm; and
- Depth – 70mm.

It will be internally illuminated by static lighting with a light production of 88 lumens which will then be diffused through opal acrylic to the face.

The dimensions of the illuminated hanging sign will be:

- Width – 800mm;
- Height – 785mm; and
- Depth – 70mm.

It will be internally illuminated by static lighting with a light production of 101 lumens which will then be diffused through opal acrylic to the face. Both signs will be illuminated between the hours of 10am to 11pm.

The five vinyl signages will be split between the windows on the street side and the windows on the square side of the Site; three on the street side and two on the square side. The dimensions of each of these are details in the Design Document submitted with this application and the final imagery is to be confirmed following discussions with Camden.

Advertisement consent for all the proposed signage elements is sought for the maximum time period (five years).

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires proposals to be determined in accordance with the statutory development plan unless material considerations indicate otherwise. The statutory development plan consists of:

- The London Plan, being the Spatial Development Strategy for Greater London (2020); and
- The Camden Local Plan (2017).

Relevant supplementary planning guidance for the site includes the Regent's Canal Conservation Area Appraisal and Management Strategy (2008) and the Advertisements CPG (2018).

Planning Assessment

Signage

Local Plan Policy D4 and Camden's Advertisements CPG (2018) require all advertisements and signs to respect the form, fabric, design and scale of the host building and setting. All signs should ensure that they serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.

Camden's Advertisements CPG (2018) sets out that illumination levels of advertisements should be in accordance with the guidance set by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements. When considering the level of illumination on advertisements the following should be taken into account:

- Intensity of illumination;
- Surface area to be illuminated; and
- Positioning and colours.

Local Plan Policy D4 states that Camden will support advertisements that:

- a. preserve the character and amenity of the area; and
- b. preserve or enhance heritage assets and conservation areas.

The design of the signage is modern, reflecting the family entertainment use within the Site. It is considered that the proposals are in keeping with the character and appearance of the area given the function and activity of the Camden Town Centre as they will activate the streetscene in this location of the masterplan contributing to its vitality and function. LB Camden has recognised the need to diversify the market to attract footfall and repeat business and it is anticipated that the installation of this signage would contribute to supporting the long-term sustainability of the masterplan development.

The proposed signage would not have an impact on the amenity of the area given its low lux levels and the proposed restriction of any illuminated lit signage to between the hours of 10am and 11pm. Hawley Wharf is commercial in nature and as such, there would be no harm to other vendors.

It is therefore considered that the proposed signage would be in keeping with the character and appearance of the Camden Town Centre and will ensure that the amenity of the area is preserved, in line with Camden Local Plan Policy D4 and CPG.

Enhancing the Approved Use

Local Plan Policy TC2 states Camden will seek to protect and enhance the role and unique character of each of Camden's centres and will seek to provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice.

Local Plan Policy TC6 states that the Council will consider the character of the existing market when assessing proposals for the refurbishment and redevelopment of markets.

The proposals are in line with Camden local policies TC2 and TC6 as they will support and improve the function of the Site within Hawley Wharf and as part of the Hawley Wharf Masterplan. The signage will act as a visual anchor to draw people into the market and assisting in attracting a wider range of visitors, including families, which will help contribute to securing the Stables Market's long-term future.

Engagement with Local Community

The proposed signage has been on the meeting agenda for two Hawley Wharf Community Liaison Group (16/12/2021 and 18/02/2022). No concerns were raised by local community groups or local residents on the proposed signage.

Conclusion

The proposed signage will activate the streetscene in this location of the masterplan, contributing to the character and appearance of Hawley Wharf Market, and to the wider character and appearance of the Camden Town Centre.

It is considered that the application complies with the relevant policies within the Camden Local Plan and CPG and should be approved.

Supporting Documents

Alongside this Planning Cover Letter and in support of the application, we enclose the following documents:

- Completed Application Form and Certificates;
- Site Location Plan, prepared by LabTech;
- Existing and Proposed Elevations, prepared by All Signs and Blinds; and
- Design Documents, prepared by All Signs and Blinds.

The application fee £160 (plus £28 service fee) has been paid online using the planning portal.

We look forward to receiving confirmation of registration and validation of the application in due course. In the meantime, please do not hesitate to contact Anna Murray of this office should you have any questions regarding the above.

Yours faithfully,

Gerald Eve LLP

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