

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		20/05/2022	
		N/A		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Laura Dorbeck				2022/1283/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Camden Lock Village Haven Street London Camden NW1 8QU				Please refer to decision notice.			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Installation of 1 x internally illuminated fascia sign, 1 x internally illuminated hanging sign and 5 x window vinyl signs.							
<b>Recommendation(s):</b>		Refuse Advertisement Consent and Warning of Prosecution Action to be taken					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>				No. of responses	00	No. of objections	00
<b>Summary of consultation responses:</b>		<p>As this is an application for Advertisement Consent, there is no statutory requirement to publicise the application.</p> <p>No responses were received from local residents.</p>					

## Site Description

The application site is located within the Hawley Wharf site where planning permission was granted in January 2013 for full redevelopment to create a mixed-use development providing employment, housing, retail market, cinema, produce market, and associated works. The Hawley Wharf site is bound by Castlehaven Road, Chalk Farm Road, Hawley Road, Kentish Town Road and Regents Canal.

The application site incorporates a ground floor commercial unit within Building C1 which fronts Castlehaven Road to the front and the Hawley Wharf Local Space to the rear.

The application site is not located within a conservation area, nor is it a listed building, but the south of the Hawley Wharf masterplan site (south of the southern railway line) is located within the Regents Canal Conservation Area. The nearest listed buildings are 57 – 63 Kentish Town road and 1 Hawley Road to the east which are Grade II listed.

## Relevant History

**2012/4628/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). Planning permission granted 23/01/2013.

**2016/2653/P** - Details of shopfront and communal entrances for building C1 required by condition 18d of planning permission 2012/4628/P dated 23/01/2013 (for mixed use redevelopment of Hawley Wharf site). Approved 27/06/2016.

**2020/0362/P** - 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. Planning permission granted 28/10/2020.

NB. This permission amended the use of the basement of building C1 (to which the application site serves as the entrance) from cinema use to family entertainment use.

## Relevant policies

### National Planning Policy Framework 2021

### The London Plan 2021

### London Borough of Camden Local Plan 2017

A1 - Managing the impact of development

D1 - Design

D4 - Advertisements

### Camden Planning Guidance (CPG)

CPG Advertisements (March 2018)

CPG Design (March 2019)

CPG Amenity (March 2018)

### Town and Country Planning (Control of Advertisements) (England) Regulations 2007

## Assessment

### 1. Proposal and background

- 1.1 The application is seeking advertisement consent for the display of 1 x internally illuminated fascia sign, 1 x internally illuminated hanging sign and 5 x window vinyl signs.
- 1.2 The fascia sign would measure 3755mm x 800mm and 70mm deep and it would be internally illuminated with a static light production of 88 lumens.
- 1.3 The hanging sign would measure 800mm x 800mm and 70mm deep and it would be internally illuminated with a static light production of 101 lumens.
- 1.4 Two window vinyl signs would be located on the windows facing Castlehaven Road, two on the windows facing the local square, and one facing the walkway which provides access between Castlehaven Road and the local square.
- 1.5 The application site serves as the entrance to the basement level of Building C1 within Hawley Wharf. The basement was originally approved to be used as a cinema but was more recently amended to family entertainment use (approved under reference 2020/0362/P granted on 28<sup>th</sup> October 2010). The site is now in occupation by Babylon Park, an indoor theme park. It is noted that following the submission of the application for advertisement consent and prior to determination, the signs have been unlawfully erected on site.

### 2. Assessment

- 2.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.
- 2.2 The principal considerations material to the determination of this application therefore are:
  - a. Visual amenity – the design and impact of the proposal on the character and appearance of the host building, the local streetscene and the wider Hawley Wharf site, and on neighbouring amenity (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard); and
  - b. Transport and public safety – the impact of the proposal on highway, pedestrian and cyclist's safety.

### 3. Visual amenity

3.1 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into its surroundings.

3.2 Policy D4 (Advertisements) states that the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. It goes on to note that the Council will support advertisements that preserve the character and amenity of the area, but will resist advertisements that:

- a. contribute to an unsightly proliferation of signage in the area;
- b. contribute to street clutter in the public realm;
- c. cause light pollution to nearby residential properties or wildlife habitats;
- d. have flashing illuminated elements; or
- e. impact upon public safety.

3.3 The supporting text to the policy notes that “Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.” (paragraph 7.82 – policy D4).

3.4 The current application seeks consent for the erection of a fascia sign and hanging sign to the ground floor frontage of Building C1 facing Castlehaven Road, and five internal vinyl signs to the windows. The signs have been erected on site already, as shown in figure 1 below.



*Figure 1: Proposed signage as erected on site.*

3.5 The proposed signage is not considered acceptable in this instance as they would not respect the form or design of the host building (only recently completed). Building C1 on which they are located is a predominantly residential building fronting onto the quieter Castlehaven Road rather than the busy town centre of Camden High Street or Chalk Farm Road. The site faces a number of residential properties on Leybourne Street and the Castlehaven Open Space. The building was designed to have a quieter, more residential character and function and the proposed signage is not compatible with the host building.

3.6 Figure 2 shows the entirety of the Castlehaven Road elevation of Building C1, which demonstrates the simple design of this elevation, its residential character, and very limited space or opportunities at ground floor for fascia signage, and the fact that there is no other

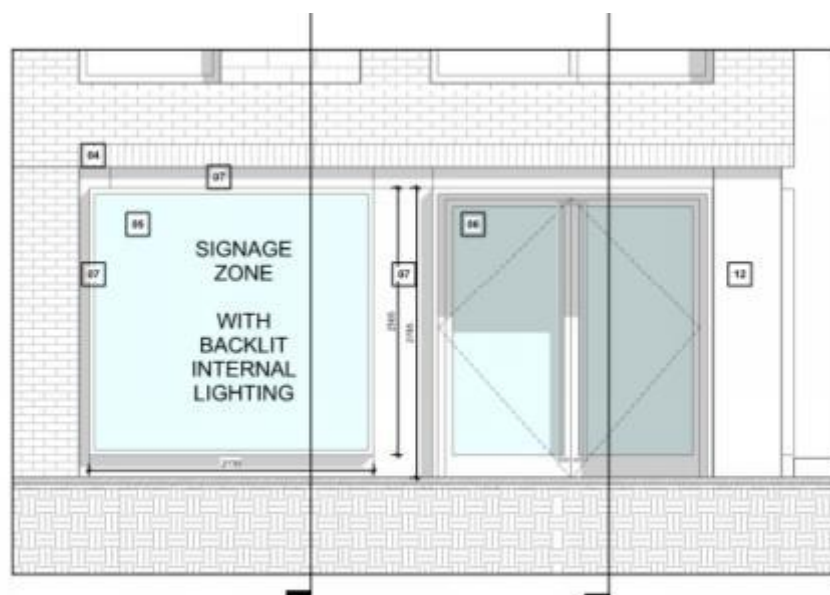


external signage along the wider elevation. The proposed signage would not complement the host building and would result in visual clutter to this elevation, further exacerbated by the illumination of the signage.



*Figure 2: Castlehaven Road elevation prior to erection of signage.*

3.7 Furthermore, the original design was for all signage to be provided within the window openings, as was approved as part of the shopfront strategy, secured by condition and approved under reference 2016/2653/P.



*Figure 3: Approved shopfront design of the Castlehaven Road elevation.*

3.8 For these reasons, the proposed signage is considered unacceptable as it would not preserve the character and amenity of the area, would result in harmful visual clutter, and would not complement or preserve the character of the host building.

3.9 It is noted that the proposed vinyl advertisements benefit from deemed consent and the Council has no objection to these.

3.10 It is further noted that although permission is sought for vinyl signs to the windows fronting the public square, a large illuminated sign has since been erected on site without the benefit of advertisement consent or planning permission. These works are not included within the current proposals but would not be considered acceptable by the Council.



*Figure 4: Additional unauthorised sign to the rear of the site*

#### Residential amenity

3.11 Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.

3.12 The nearest residential accommodation is located at first floor level withing Building C1, directly above the signage. Although the proposed signage (not including the sign noted in para 3.10 above) is illuminated, they are at fairly low levels of 88 and 101 lumens and are proposed to be illuminated between the hours of 10am to 11pm. As such, the proposed illumination is not considered to cause harmful disturbance to nearby residential occupants from light spill, notwithstanding the unacceptability of the illumination in design terms.

### **4. Transport and public safety**

4.1 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't an adverse impact on the highway network, the public footway and crossover points.

4.2 The size, angle and direction of the proposed advertisements are not considered to be harmful to either pedestrian or vehicular traffic given that the location of the signs is not close to any busy pedestrian crossings or traffic signal controlled junctions, and as such, would unlikely introduce any undue distraction or hazard in public safety terms.

4.3 The proposals therefore raise no public safety concerns.

### **5. Conclusion**

5.1 Although the proposed signage is not considered to cause harm in terms of residential amenity or public safety, the proposals are unacceptable in terms of visual amenity as they would result in harmful visual clutter, harm the character of the host building, and would not preserve the character and amenity of the area, contrary to policies D1 and D4 of the Camden Local Plan.

## **6. Recommendation**

6.1 It is therefore recommended that advertisement consent is refused for the following reason:

6.2 The proposed advertisements, by reason of their design, location, illumination and visual prominence would introduce visual clutter, to the detriment of the character and appearance of the host building and streetscene, contrary to policies D1 and D4 of the Camden Local Plan 2017.