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FAO: Laura Dorbeck

**Our ref: NFD/AKG/AMU/BWA/J10003**

14 November 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, also known as 'Babylon' (the 'Site'):

*"Installation of internally illuminated circular signs, temporary electronic screens (for a period of one year) and individual letter mounted fascia 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 the Camden Town Centre.

The Site operates under an approved family entertainment use (sui generis) and provides a mix of rides and activities to appeal to families all year round. 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.

An application for advertisement consent (ref: 2022/1283/A) at the Site was refused on 25 August 2022. The reasons for refusal as stated on the decision notice were:

“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.”

### **Pre-Application Discussions**

Since the receipt of the refused advertisement consent, the Applicant has taken on board the comments from Officers and held several meetings with Officers during September 2022 to ensure that the revised designs responded fully to the comments received. The revised proposals respond the reasons for refusal in the following ways:

- Fascia sign moved from Castlehaven Road elevation to the rear of the site in order to deliver a signage design which is more sensitive to the residential character of Castlehaven Road;
- Electronic Screen facing onto Farmer’s Market public realm is now applied for on a temporary basis for 1 year; and
- Removal of the vinyl signage to ensure a more sensitive design within the area.

The revised design received in principle support at the final pre-application meeting with Camden officers.

### **Proposals**

The proposed works include the installation of two illuminated circular signs, one individual letters mounted sign and three temporary electronic screens. The location of the signage is shown on the relevant plan (refs: C1-11) submitted as part of this application.

Following pre-application discussions with officers the revised design for proposals is considered to respond well to the prevailing land uses in the surrounding area. The signage is of a modern design, including simplistic graphics. The proposed signage will be made of acrylic and aluminium with various colouring.

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 internally illuminated circular signs will be:

- Width-60cm;
- Height-60cm; and
- Depth-10cm.

The signs will be internally illuminated by static lighting with a light production of maximum 100 lumens.

The dimensions of the electronic screens will be:

- Width (Castle Haven Road)- 263cm;
- Width (Courtyard)- 400cm;
- Width (Cut Through)- 525cm;

- Height- 280cm; and
- Depth- 10cm.

The three screens will be intermittently illuminated with luminance levels of 2500 cd/m<sup>2</sup>. The screens will show various animations. The screens will only advertise the use of the Site.

The sign of individual letters, located within the cut-through, will be made of individual aluminium and acrylic projecting letters mounted directly onto the brick façade and in keeping with the width of the window below. The letters will be black to respond to similar signage around the area.

The dimensions of the lettering will be:

- Width-428cm;
- Height- 90cm; and
- Depth- 10cm.

The lettering will be internally illuminated by static lighting with a light production of 8 lumens per letter and 101cd/m<sup>2</sup> over the whole sign area.

Advertisement consent for the proposed signage elements is sought for the maximum time period (five years) apart from the electronic screens, which are being proposed for a temporary one-year period. The applicant suggests a condition is attached to any advertisement consent requiring the removal of the screen after the one-year period.

### **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 Camden Planning Guidance (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 has been revised to respond directly to comments received from LB Camden officers. The revised proposals ensure that the advertisements have been designed to be in keeping with the surrounding area and minimise their visual prominence to ensure that there is minimal impact to the character and appearance of the host building and street scene. It is considered that the proposed design is in keeping with the character and appearance of the area given the function and activity of the Camden Town Centre, alongside the more residential character of Castlehaven Road. The proposals will sensitively activate the street scene in this location of the masterplan, contributing to its vitality and function whilst supporting the long-term success of the 'Babylon' tenancy.

Responding to officers' concerns based on the refused advertisement consent application, the illumination levels have been kept to a minimum, suitable for the area. 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. The temporary screens would be switched off at 9pm also to ensure that the existing amenity of residents is preserved.

It is therefore considered that the proposed signage design is in line with Camden Local Plan Policy D4 and CPG.

#### Supporting 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 the Hawley Wharf Masterplan and the wider Camden Town Centre. 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 Hawley Wharf Masterplan's long-term future.

#### **Conclusion**

The revised proposals have responded to officers' comments and ensure that the signage respects the predominantly residential use and design of the host building and is in keeping with the surrounding area. The proposed signage will activate the street scene 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 Signage Plans, prepared by LabTech;
- Existing and Proposed Elevations, prepared by LabTech; and
- Detailed Signage Drawings, prepared by LabTech.

Given that this planning application forms the first revision of an advertisement consent of the same description, on the same site, by the same applicant within 12 months of a refused application (ref: 2022/1283/A), there is no planning application fee required.

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 or Bethan Warwick of this office should you have any questions regarding the above.

Yours faithfully



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