

Application ref: 2022/4634/A
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Date: 30 November 2022

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Gerald Eve LLP
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

8 Castlehaven Road
London
NW1 8QU

Proposal:

Installation of 1 internally illuminated fascia sign, 2 internally illuminated circular signs and 3 temporary electronic screens on front, side and rear elevations

Drawing Nos: Babylon site plan 1, C1 - 10 rev A, C1 - 11 rev A, C1 - 12 rev A, C1 - 13 rev A, C1 - 14 rev A, C1 - 15 rev A, C1 - 16 rev A, C1 - 17 rev A, cover letter dated 14 November 2022.

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 fascia sign hereby approved shall be re-positioned from the existing unlawful position on the Castlehaven Road elevation to be in accordance with drawing no. C1 - 13 rev A within a period of 1 month from the date of this decision.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 and D4 of the London Borough of Camden Local Plan 2017.

- 7 The three digital advertisements hereby permitted shall be displayed for a temporary period only and shall be removed on or before 30/11/2023.

Reason: This type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

- 8 The fascia and circular signs shall only be in use between the hours of 10am to 11pm and the digital signs shall only be in use between the hours of 10am to 9pm.

Reason: To ensure that the advertisements do not have an adverse impact on neighbouring amenity nor be harmful to either pedestrian or vehicular safety in accordance with policies A1 and D4 of the Camden Local Plan 2017.

- 9 The intensity of the illumination of the proposed fascia and circular projecting signs

shall not exceed 100 candelas per square metre.

Reason: To ensure that the advertisements do not have an adverse impact on neighbouring amenity nor be harmful to either pedestrian or vehicular safety in accordance with policies A1 and D4 of the Camden Local Plan 2017.

- 10 The intensity of the illumination of the digital signs shall not exceed 300 candelas per square metre between sunset and sunrise and 600 candelas per square metre between sunrise and sunset. The levels of luminance on the digital signs should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

Reason: To ensure that the advertisement does not harm the character and appearance of the area or create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety in accordance with the requirements of policies A1 and D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

1 Reasons for granting consent-

The proposed works include the installation of one illuminated fascia sign, two illuminated circular signs and three temporary electronic screens at ground floor level. The fascia sign would measure 4285mm x 900mm and would be internally illuminated with static lighting of 100cd/sqm. The hanging signs would measure 800mm x 800mm and 600mm x 600mm and would also be internally illuminated with static lighting of 100cd/sqm. The projecting signs and fascia sign would be illuminated between 10am to 11pm. Three larger electronic screens would be installed to the front, side and rear elevations with illumination levels of 600cd/sqm during the day and 300cd/sqm during the evening between 10am to 9pm.

Retrospective permission was previously refused for the signs in alternative locations and the current application seeks to overcome the reasons for refusal by repositioning the signs in more acceptable locations following discussions with officers.

The fascia signage and circular projecting signs are considered acceptable in terms of their size, number, position and luminance levels and do not appear out of proportion with the building or the area. The design of the signage is modern, reflecting the family entertainment use within the site. The larger fascia sign has been repositioned onto the side elevation facing the walkway into Hawley Wharf in order to preserve the quieter, more residential character of the Castlehaven Road elevation. The circular signs are relatively small in size and positioned in an appropriate location on the ground floor frontage.

Temporary permission is sought for the three larger electronic signs for a period of one year in order to advertise the use of the site and the encourage visitors into Babylon Park. The electronic signs would not normally be of the type considered acceptable by the Council. However, given that they are proposed for a temporary period only, they are linked to the new Babylon Park experience at Hawley Wharf and their hours of use would be controlled by condition, they are considered

acceptable in this instance.

The proposed fascia and circular signs would not impact upon amenity in terms of light spill or outlook, nor would they be harmful to either pedestrian or vehicular safety, given the low lux levels and the proposed hours of illumination. The temporary electronic signs are brighter, with illumination levels of 300 / 600cd/sqm. Illumination levels were originally proposed of 2500cd/sqm which was considered harmful to neighbouring amenity so they were amended at the officer's request to comply with Camden's Adverts CPG and Institute of Lighting Professionals PLG05 guidance. To ensure the proposed adverts do not cause undue disturbance to neighbouring residents, their hours of use and illumination levels shall be controlled by condition.

Overall, given the commercial nature of Hawley Wharf, the advertisements and illumination are considered appropriate in this context. The proposal therefore raises no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with 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:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

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

Daniel Pope
Chief Planning Officer