

Application ref: 2022/5330/A  
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Date: 13 December 2022

**Development Management**  
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Admiral Signs London Ltd  
71 Penenden  
New Ash Green  
Longfield  
DA3 8LS

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Arch 7  
Dockray Place  
London  
NW1 8QD**

Proposal:

Relocation of existing fascia sign to adjacent arch on SW elevation, and display of 1 internally illuminated sign behind window on SW elevation and 3 internally illuminated poster boxes on SW and E elevations.

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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 and window adverts hereby approved shall be limited in illumination to 400cd/m<sup>2</sup> and the poster boxes shall be limited in illumination to 300cd/m<sup>2</sup>. All 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 consent-

The proposals involve the relocation of an existing internally illuminated Curzon fascia sign measuring 1670mm x 300mm onto the adjacent arch, and the installation of four new signs relating to the ancillary pizza kitchen. These would include one hanging internally illuminated sign measuring 1340mm x 585mm which would be installed internally behind the window and three internally illuminated poster boxes. One would measure 580mm x 1100mm to the south west elevation, and the other two to the east elevation would measure 836mm x 1100mm. The signs would be in keeping with the existing advertisements at the site relating to the cinema use (approved under 2021/2090/A).

The poster boxes would have illumination levels of 300cd/sqm and the fascia and

window sign would have illumination levels of 400cd/sqm which are appropriate in this location and would not cause harm to neighbouring amenity. These levels shall be secured by condition.

The signage is considered acceptable in terms of size and position and does not appear out of proportion with the fascia, the arches or the wider Hawley Wharf site. The signage is considered modest and in compliance with Camden's planning guidance on signage. Overall, the proposed works would not harm the character and appearance of the host building and Regent's Canal Conservation Area and are acceptable on design grounds.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. 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', is written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer