



Sofie Fieldsend
Regeneration and Planning
London Borough of Camden
Camden Town Hall
London
WC1H 8ND

28 July 2023

Dear Sofie,

**CAMDEN GOODS YARD, CHALK FARM ROAD, NW1 8EH
APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENT
TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)**

Application Planning Portal Reference: PP-12323839

Further to our pre-application discussions, please find enclosed application for consent to display signage at the Camden Goods Yard (CGY) development.

The advertisement application comprises signage relating to the below:

- i. The Camden Goods Yard name on the Network Rail Bridge;
- ii. The CGY temporary Sales and Marketing Suite (SMS) located externally to Block A and along Stephenson Street.

Further details summarising these proposals are outlined in this letter.

1. Planning Considerations

St George has engaged with the London Borough of Camden (LBC) through the pre-application process on 16 May 2023. During these discussions it was agreed by Officers that the principle of signage at the locations above was acceptable subject to detail being provided within an advertisement consent application. Submission requirements were also confirmed.

2. Enclosed Information

The following set of documents are submitted in support of this application:

- Cover Letter;
- Application Form;
- CGY Site Location Plan;
- Advertisement Planning Pack.

3. Planning History

On 15 June 2018, full planning permission (ref: 2017/3847/P) was granted (the "Original Permission") for the redevelopment of the 3.26-hectare site known as Camden Goods Yard, located off Chalk Farm Road.

On 3 December 2020, a Section 73 application (ref:2020/3116/P) was granted for variation of Conditions 3 (approved drawings) and 73 (number and mix of residential units) of planning permission 2020/0034/P for 71 additional homes.





On 29 March 2023, a Section 73 application (ref: 2022/3646/P) was approved which included amendments to the PFS site only: Replacement of petrol filling station with electric vehicle charging station; increase in height and footprint to create additional Office floorspace (Class E) and remove access road; reconfiguration of plant and cycle parking.

On 9 May 2023, a full application (ref: 2023/1099/P) was approved by LBC for the temporary change of use in Block A of a retail unit (Class E) on ground and mezzanine floors and of 2 residential units (Class C3) on level 02 to a Sales and Marketing Suite (Sui Generis) for 10 years commencing January 2024.

4. **Application Proposals**

This application seeks advertisement consent for the following:

Location	Signage Proposal	Illuminated
Sales & Marketing Suite: (i) Block A external elevation; (ii) Stephenson Street; (iii) Landscaping.	Projecting Sign	Yes
	Berkeley Group Logo	No
	Entrance Canopy Sign	Yes
	St George Logo	No
	Camden Goods Yard Logo	Yes
	Marketing Suite Totem	Yes
	3 no. flags	No
Network Rail Bridge	Camden Goods Yard name	No

Full details of the signage, including location, appearance, dimensions, materials, fixing and luminance levels are provided in the supporting information.

This proposal relates to the temporary SMS and Show Homes located in Block A. This use was recently approved via a temporary change of use application (ref:2023/1099/P). Construction is underway at CGY and St George wish to shortly begin marketing the new homes to purchasers ahead of first occupations in 2025. The key purpose of the SMS and Show Homes is to provide prospective buyers with the means to get a look and feel for the properties including the finishes, layouts and features of the apartments being delivered at CGY. Our presence on site attracts customers which will encourage sales and therefore contribute to the long-term success of the CGY development. Like the SMS, the signage plays a critical role supporting the sale of new homes within the CGY development by directing customers to the SMS and Show Homes.

We are seeking permission of up to 10 years for the eight temporary signs commencing January 2024 to January 2034, which corresponds with the agreed timescale of the change of use for the temporary SMS and Show Homes. At the end of the 10-year period, the temporary signs will be removed when the unit containing the SMS and Show Homes returns to their permitted retail and residential use. The scope of signs which are permanent and temporary are set out in the enclosed planning pack.

At present, there is no signage which denotes the main entrance to the CGY site. The proposed signage on the Network Rail Bridge supports paragraph 136 in the National Planning Policy Framework (NPPF) (2021) which is outlined in section 5. The signage will enhance the local area and replace the existing graffiti on the bridge, creating a welcoming and safe entrance to the development, highlighted in the planning pack.





The proposed signage in this application is considered proportionate to St George's operational requirements and it is considered to preserve the character and amenity of the new CGY buildings and public realm.

5. Planning Considerations

The NPPF (2021), paragraph 136, states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy D4 of the Camden Local Plan (2017) states that the Council will support advertisements that preserve the character and amenity of the local area, and resist advertisements that contribute to an unsightly proliferation of signage or street clutter, cause light pollution, have flashing illuminated elements or impact public safety.

This application has had regards to the Outdoor Advertisements and Signs: a guide for advertisers (2007) and the Camden Planning Guidance: Advertisements (2018) documents.

The luminance levels of the proposed signage will not exceed 300 cd/m², in accordance with guidance set by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements, as required by Camden's Supplementary Planning Guidance on Advertisements. The signage will not feature any flashing elements.

The signage has been designed to avoid impact on public safety, with secure fixings as shown in the signage specification.

The application proposes three flags, which aligns with the guidance in the Outdoor Advertisements and Signs: a guide for advertisers (2007). The guidance states for Class 7(B), a site with over 100 houses may have three flags. CGY has planning permission for 644 homes under planning permission ref: 2022/3646/P. The proposed three flags will be temporary, made of vinyl and hung from a lamppost which aligns with the Camden Planning Guidance: Advertisements (2018) document.

A payment for £132+VAT to cover the requisite application fee has been made online via the Planning Portal (Planning Portal Ref: PP-12323839).

We trust the information provided will enable this application to be validated and we look forward to confirmation in due course. If you have any queries or require further detail to determine this application do not hesitate to contact me on [REDACTED]

Yours sincerely,

[REDACTED]

Lucy Wonnacott
Land Buyer
St George West London Limited (SGWL)