

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

22 September 2023

Planning Portal reference: PP-12477980

Dear Sofie,

FULL DISCHARGE OF CONDITION 65 FOR PLANNING PERMISSION REF: 2022/3646/P (AS AMENDED). AT MORRISONS SUPERSTORE AND PETROL FILLING STATION, CAMDEN GOODS YARD, CHALK FARM ROAD NW1 8EH

Please find enclosed an application for the full discharge of Condition 65 application within the Main Site parcel of the Camden Goods Yard project. This submission relates specifically to the Signage Strategy.

Condition	Document Title	Version
65	Camden Goods Yard Camden Condition 65 Report by Air Design 18 September 23	Issue 2

Project Background

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

On 5 May 2020 a Section 73 application (ref: 2020/0034/P) was granted approval for variation of Condition 4 (approved drawings) for redevelopment of the petrol filling station site and main supermarket site; namely for a single storey temporary food store on the Petrol Filling Station site with associated parking, servicing, access and landscaping.

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 20 December 2022, a S96a non-material amendment (ref: 2022/4273/P) was approved which included amendments to facades and fenestration of blocks A, B and C; relocation of substation from block C to block B and replacement of Block C substation with retail (Class E); alterations to roof plant enclosure and parapet of block A; installation of 2nd lift for Urban Farm, alterations to cycle parking and internal plant, alterations to roof and south terrace balustrade of block B.

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.

The planning condition we are seeking to discharge in this application is set out in the below paragraphs.

Condition 65 Signage Strategy

Development on the PFS land parcel for the temporary building (Phase 1a) shall be carried out in accordance with the approved details approved on 29/12/2020 under reference 2020/4163/P or other such details which have been submitted to and approved in writing by the local planning authority. Prior to commencement of the building superstructure on the PFS land parcel (Phase 1b) details of a signage strategy for that site parcel shall be submitted to and approved in writing by the local planning authority.

Prior to commencement of the relevant building envelope on the Main Site land parcel details of a signage strategy for that parcel shall be submitted to and approved in writing by the local planning authority.

Such strategy to include details of (where relevant to that parcel of land):

- a. All advertising signage zones for commercial uses including parameters for signage size, location, type and coverage*
- b. Wayfinding for pedestrian and cyclists*
- c. Vehicle directions and wayfinding*
- d. Street naming signage*
- e. The Camden Goods Yard sign to the rooftop of block B*

Development on the relevant parcel of land shall be implemented in accordance with the relevant strategy as approved.

Reason: In order to ensure the provision of adequate public wayfinding and orientation information, to preserve the character and amenity of the area and to avoid proliferation of signage or street clutter, in accordance with policies C6, D1 and D4 of the London Borough of Camden Local Plan 2017.

Enclosed information

In addition to this letter, this application includes the following supporting information in support of the discharge of the two conditions:

Drawing / Document No.	Title	Revision/Date
-	Camden Condition 65 Report by Air Design 18 September 23	Issue 2
1095_00_07_001	Site location plan	Rev P2

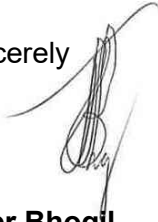
The original application has already been submitted electronically via the Planning Portal reference PP-12477980. The application fee of £180.00 has been paid through the planning portal's online payment system.

The document in the table is available on the following sharefile link:

<https://berkeley-group.sharefile.eu/d-s01e53d1fd1f541469361504f72c29d77>

We trust the enclosed fully provides the information to register and validate this application. If you have any queries or require further detail to determine this application please do contact me via jasminder.bhogil@stgeorgeplc.com

Yours sincerely



Jasminder Bhogil

**Design Manager
St George North London**