

Application ref: 2023/3225/A  
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Date: 6 October 2023

**Development Management**  
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St George PLC  
St George House  
16 The Boulevard  
Imperial Wharf  
Fulham  
London  
SW6 2UB

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Camden Goods Yard**  
**Chalk Farm Road**  
**London**  
**NW1 8EH**

Proposal: Display of hand-painted sign to railway bridge; 1no. illuminated projecting sign, 1no. illuminated canopy sign, 2no.non-illuminated signs, 1no. illuminated sign on Sales Marketing Suite; 1no. illuminated totem sign and 3no. banners.

Drawing Nos: Site Location Plan 1095\_00\_07\_001, Camden Goods Yard Bridge and Sales & Marketing Suite Planning Pack (issued by Air Design dated JULY 2023), Covering Letter (issued by St George dated 28/07/2023).

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.

#### Informative(s):

- 1 Reasons for granting consent:

The proposal seeks consent for the display of a number of illuminated projecting signs, non-illuminated logo signs, illuminated canopy signs, illuminated totem signs and flags which would be located within the marketing and sales suites (located in Block A of the development), along Stephenson Street and in the general landscaping within the wider development site. It also proposed to display an advert on the Network Rail bridge, located between the main site and the Petrol Filling Station Site.

The array of advertising is considered to be acceptable within the scale of the development and would not be overly dominant nor detract from the approved development scheme. The signage would be in keeping with the character and appearance of the site, and the use of internal illumination is considered acceptable in this location.

The proposed lettering on the railway bridge would mark the entrance to site, and the use of hand-painted non-illuminated lettering is appropriate in this location and it would not detract from the wider streetscene or the nearby Regents Canal

Conservation Area.

The proposal is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers, nor would it cause any adverse impacts on transport users.

One comment was received from a nearby resident stating that the design of the lettering on the bridge should better reflect the railway heritage of the Camden Goods Yard Site. The Council considers that the signage is appropriate in this location and adequately serves the purpose of identifying the development site.

No other comments or objections have been received prior to making this decision. The planning history of the site has been 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 2023.

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>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a faint, circular official stamp.

Daniel Pope  
Chief Planning Officer