



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

7 November 2023

Dear Sofie,

**HORSE HOSPITAL BOUNDARY WALL, THE STABLES MARKET, CHALK FARM ROAD,
CAMDEN, LONDON, NW1 8AH**

APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENT

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED) AND PLANNING (LISTED
BUILDINGS AND CONSERVATION ACT 1990)**

Application Planning Portal Reference: PP- 12570513

Further to our pre-application discussions, please find enclosed an application for consent to display advertisement on the Horse Hospital Boundary Wall, Chalk Farm Road, Camden.

The application comprises five temporary signs located on the intersection of Chalk Farm Road and Stephenson Street to two elevations. Three signs are located along Chalk Farm Road and two signs are located at the Stephenson Street-Chalk Farm Road intersection. The signage is linked to the Camden Goods Yard (CGY) project.

Full details summarising the proposals are outlined in this letter.

1. Enclosed Information

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

- Cover Letter;
- Application Form;
- Site Location Plan (OS 100042766);
- Heritage, Design and Access Statement October 2023;
- Market Wall Signage Specification November 2023;
- Notice to owner.
- A payment for £132+VAT to cover the requisite application fee has been made online via the Planning Portal (Planning Portal Ref: PP-12570513).

St George has engaged with the London Borough of Camden (LBC) through the pre-application process with meetings held on 17 November 2021 and 1 August, 5 September and 3 October 2023. During these discussions, the submission requirements for the application were confirmed by officers, alongside comments on the location of the signage.

2. Planning History

This advertisement consent is being submitted in conjunction with the listed building consent, submitted on 27 October 2023 (PP- 12556691).



On 10 November 2015, a Listed Building Consent (ref:2015/4302/L) was granted for the installation of projecting signs, lettering signs and board signs on the Market Wall and also to buildings with retail units within The Stables Market. This consent included 10no. display boards to the northern boundary of the complex to be used for the advertisement of upcoming activities and events at Camden Market.

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 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 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.

3. Application Proposals

This application seeks advertisement consent for the following on the existing boundary wall to the north and west of the Grade II* listed Horse Hospital:

Location	Signage Proposal	Illuminated
Chalk Farm Road elevation	3 no. board signs	No
Stephenson Street elevation	2 no. board signs	No

Full details of the signage, including location, dimensions, materials and fixings are provided in the signage specification.

The CGY development will play a strategic role in Camden, delivering 644 new homes including 203 affordable, two new Morrison stores, community facilities, 224,000 sqft of employment floorspace including offices and affordable workspace, £5.4 million in S106 contributions and £17.5 million in CIL contributions. The signage will fulfil a critical role in creating awareness about the project and directing people to the information centre within the CGY Main Site.

The proposed signage will be located within the main gateway to the CGY site in an area of high footfall. The purpose is to create awareness and excitement about CGY at an early stage ahead of the sales and marketing suite opening at the end of February 2024. Within the context of a very challenging economic environment, we need to ensure the development is well promoted and everyone is aware of the regeneration of the site to promote sales and to help support commercial occupiers in due course. This signage on the Stephenson Street-Chalk Farm Road intersection is therefore critical. The proposals were discussed with LBC's Chief Planning Officer on 1 November 2023.

We are seeking permission of up to three years for the five temporary signs commencing January 2024 to January 2027.

The proposed signage in this application is considered proportionate and aligns with previously consented signage (ref:2015/4302/L). The size and material of the signage preserves the character



of the Grade II* listed wall, highlighted in the signage specification. We have coordinated our proposals with Labtech, the owner of the Grade II* listed wall.

4. Planning Considerations

This application has had regards to the National Planning Policy Framework (NPPF) (2023), the Camden Local Plan (2017), the Outdoor Advertisements and Signs: a guide for advertisers (2007) and the Camden Planning Guidance (CPG): Advertisements (2018) documents.

The National Planning Policy Framework (NPPF) (2023), paragraph 136, states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The aim and benefits of the proposed signage is detailed in this cover letter. This application proposes five temporary signs, which align with Policy D4 of the Camden Local Plan (2017). The policy states 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. The Heritage Design and Access Statement, produced by Turley Heritage, addresses this and states:

'The assessment contained in this Statement concludes the Proposed Development will preserve the character and appearance of the Conservation Area and the special interest of the listed building, sustaining their significance as designated heritage assets'.

The proposed signage has been designed to avoid impact on public safety, with secure fixings shown in the signage specification and the Heritage Design and Access Statement.

The application is in accordance with paragraph 1.8 of the CPG: Advertisements (2018) which states advertisements and signs should respect the form, fabric, design and scale of the host building and setting. The Heritage Design and Access Statement addresses this and states:

'The signboards would be of consistent dimensions (2.8m x 1.35m) and will be fixed to the walls using screws into the mortar joints, with care being taken not to damage the existing brickwork. This is the same approach as previously approved for the adjacent signage under 2015/4302/L'.

This application aligns with the guidance in the Outdoor Advertisements and Signs: a guide for advertisers (2007). The guidance states for Class 3, advertisements must not have any letters, symbols or similar features of the design over 0.75 of a metre in height, have the highest part of the advertisement at more than 4.6m above ground level or be illuminated in any circumstances. The greatest height of lettering in this application is 0.22m, the highest part of the proposed signage is 3.87m above ground level and the signs are non-illuminated. Full details of the proposed signage are provided in the signage specification.

We trust the information provided will enable this advertisement consent to be granted accordingly 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] or [REDACTED]

Yours sincerely,

Lucy Wonnacott
Land Buyer
St George North London Limited (SGNLL)