

Application ref: 2023/3994/P
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Date: 23 January 2024

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St George West London
Camden Goods Yard Project Office
Gilbey's Yard
London
NW1 7DZ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Approval of Details Granted

Address:
Camden Goods Yard
Chalk Farm Road
London
NW1 8EH

Proposal: Details of signage strategy required by condition 65 of planning permission 2022/3646/P dated 29/03/2023 (for variation to original permission 2017/3847/P dated 15/06/2018 for redevelopment of the petrol filling station site and main supermarket site).

Drawing Nos: Site Location Plan 1095_00_07_001, Camden Goods Yard Camden
Condition 65 Report (Issue 3 - 19th January 2024, prepared by Air Design)

The Council has considered your application and decided to grant permission.

Informative(s):

1 Reasons for granting consent:

The condition requires details of the signage strategy across the main site land parcel. Such details include signage zones for commercial uses, wayfinding for pedestrians and cyclists, vehicle direction and wayfinding, street name signage and the Camden Goods Yard sign atop building block B.

The details submitted are considered to be appropriate and sympathetic to the

overall approved scheme. The signs for the commercial uses are acceptable for the buildings they will be located on, and the wayfinding signs would be legible and provide adequate signposting across the site. The street names signs have been revised so that they would now use the standard Camden signs which is acceptable. The new 'Camden Goods Yard' sign atop block B would mark the site in long views and is in line with the design that have been previously approved.

The details have been reviewed by the Council's Transport and Urban Design Officers who deem them to be acceptable.

The full impact of the proposed development has already been assessed. The proposed details would not have a harmful impact on the appearance of the host buildings and streetscene, or on neighbouring amenity.

As such, the proposed details are in general accordance with policies A1, D1 and T1 of the Camden Local Plan 2017.

- 2 You are reminded that conditions 2 [Blocks C, D, E1, E2 + F] (Residential Sound Mitigation), 7 (Prior completion sound testing), 8 [Blocks C, D, E1, E2 and F] (Enhanced sound insulation testing), 9 [Blocks C, D, E1 and F] (Enhanced sound insulation between uses), 10 [Blocks C, D, E1, E2 + F] (Fixed Mechanical plant noise), 11 (Plant associated with Food & Drink uses), 13 [Blocks C, D, E1, E2 + F] (Main Site plant - noise and vibration), 16 (play space), 18 (local refuse storage), 19 [Blocks D+E1+E2] (Adaptable homes), 21 [Block C] (Obscure Glazing), 23 [Blocks B, C, D and F] (Communal Roof Terraces), 24 (Detailed landscape plan), 25 (Cycle Parking), 26 [Blocks B, C, D, E1, E2 and F] (Building details), 28 (Tree planting), 45 (Wind microclimate), 46 (Water Consumption), 51 [Blocks C, D, E1, E2 + F] (living roofs), 52 (PV Panels), 53 (Rainwater recycling), 55 [Blocks C, D, E1, E2 + F] (Bird and bat boxes), 56 (Mechanical ventilation), 58 (Air quality monitoring), 60 (Light strategy), 62d (Contaminated land) and 66 (Wheelchair homes) of the planning permission ref. 2022/3646/P dated 29/03/2023 (for variation to original permission 2017/3847/P dated 15/06/2018) needs details to be submitted.

Details regarding conditions 16, 24, 26, 28, 45, 53, 56, 58 and 60 have been submitted and are currently under review by the Council and are awaiting determination.

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 2023.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer