

Sofie Fieldsend  
Regeneration and Planning  
London Borough of Camden  
5 Pancras Square  
NC1 4AG

24 January 2020

Planning Portal Ref: PP-08439380

Dear Sofie,

**APPLICATION FOR ADVERTISEMENT CONSENT AT THE PROPOSED MORRISONS  
TEMPORARY SUPERMARKET, CHALK FARM ROAD, LONDON, NW1 8AA.**

Please find enclosed an application for express consent to display 2 x fascia signs above the entrance to the proposed Morrisons temporary supermarket.

The following documents are submitted in support of this application and are referenced where relevant:

- Application form, duly completed;
- Site Location Plan
- Signage Location Plan;
- Proposed signage with dimensions and elevations

Reference	Title	Scale
1095_03_07_001	Section S73 MMA Planning Application Existing Site Location Plan	1:2500 @ A3
101256A-MOR-CAMDEN- SiteMap Rev 4	Signage Location Plan	1:500 @ A3
101256A-MOR-CAMDEN- ChalkFarmRdElevation Rev 4	Proposed Signage Dimensions and Elevations	Varies @ A3
101256A-MOR-CAMDEN- EastElevation Rev 4	Proposed Signage Dimensions and Elevations – East Elevation	Varies @ A3

The application fee of £132 has been calculated in accordance with the Town and Country Planning (Fee for applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012. The application fee has been paid through the planning portal's online payment system.

**Background**

On 15 June 2018 full planning permission (ref: 2017/3847/P) was granted for the redevelopment of the 3.26 hectare site located off Chalk Farm Road, adjacent to Juniper Crescent and Gilbeys Yard in Chalk Farm, Camden. On 7 January 2020 a S73 application was submitted (ref:2020/0034/P) to vary 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. This application seeks Advertisement Consent to display 2 x fascia signs above the entrance to the proposed Morrisons temporary supermarket.

### **Proposal**

Two fascia signs are proposed on the northern and eastern elevation of the temporary store. Detailed dimensions and aesthetics are clearly illustrated in the supporting documentation and can be found below:

- Petals to have 3mm yellow satin 2T72 faces with 5mm returns (@90mm). Morrisons & Since text to have 3mm green satin 6T1F faces with 5mm returns (@90mm).
- All to be complete with Router cut 10mm foamex backs (white for the petals and black for the text).
- All to be mounted onto 32 x 32mm aluminium U section frame, powder coated TBC.
- To be internally illuminated with Tetra minimax 7100K.

The northern elevation sign will be located 3800mm from ground level and the eastern elevation sign will be located 3700mm from ground level. Both signs will have the following dimensions:

- Depth: 120mm
- Width: 6178mm
- Height: 3159mm

It is considered that the proposed signage will not have a detrimental effect on public amenity or safety.

### **Summary and Conclusion**

I trust that the information provided will enable this advertisement consent application to be validated and we look forward to confirmation in due course. If for any reason this is not the case, please do not hesitate to contact me on 020 7471 4444 or at [jack.landor@stgeorgeplc.com](mailto:jack.landor@stgeorgeplc.com).

Yours sincerely,

Jack Landor  
**Land Buyer**