



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

27 October 2023

Dear Sofie,

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

APPLICATION FOR LISTED BUILDING CONSENT

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

Application Planning Portal Reference: PP- 12556691

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

The listed building application relates to an existing boundary wall to the north and west of the Grade II* listed Horse Hospital. 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.

Further details summarising these 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 October 2023;
- Notice to owner.

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.

2. Planning History

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.

3. Application Proposals



The north boundary wall fronting Chalk Farm Road is included in the Grade II* listing however the section of the boundary wall to the west is a later addition and not considered to be of special interest. Therefore, only three of the five signboards are proposed to be installed on a historic boundary wall.

This application seeks listed building 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 supporting information.

The proposed signage will highlight the incredibly important role the development will play in the borough, delivering new homes, supermarkets, employment opportunities and community benefits. We consider it critical the site is highlighted on Chalk Farm Road to attract attention and footfall into Camden Goods Yard (CGY). Our proposals for the signage aim to create awareness about CGY at its early stage and the benefits the development will bring, for example construction apprenticeships, s106 payments and the number of affordable homes.

We are seeking permission of up to three years for the five temporary signs commencing January 2024 to January 2027. At the end of the three-year period, the temporary signs will be removed. At present, there are 10no. interchangeable signs to the east of the site (ref:2015/4302/L). The proposed development seeks to continue this formalised signage at the opposite end of the wall on the intersection of Chalk Farm Road and Stephenson Street, enhancing the local area and creating a welcoming entrance to the development.

The proposed signage in this application is considered proportionate to previously consented signage (ref:2015/4302/L) and the size and material of the signage preserves the character of the Grade II* listed wall, highlighted in the signage specification. We have had positive discussions with Labtech, the owner of the Grade II* listed wall, and have agreed in principle our signage proposals.

4. Planning Considerations

The National Planning Policy Framework (NPPF) (2023), paragraph 194 states that an applicant must describe the significance of any heritage assets affected and the level of detail should be proportionate to the assets' importance.

Paragraph 189 of the NPPF (2023) states heritage assets are to be conserved in a manner appropriate to their significance. The fixings of the proposed signage are in accordance with this and replicate the approach of the previously consented adjacent signage (ref:2015/4302/L). Details of the fixings are included in the Heritage, Design and Access Statement and the signage specification.

Policy HC1 of the London Plan (2021) states the development proposals should be sympathetic to the heritage assets' significance and appreciation within their surroundings. Details which include the size, materials and fixings of the proposed signage are shown in the signage specification.

Policy D2 of the Camden Local Plan (2017) states that the Council will support developments on designated heritage assets if the harm or loss is outweighed by the benefit of bringing the site back to use.

The aim and benefits of the proposed signage is detailed in this cover letter. This application proposes five temporary signs, which align with Policy D1 of the Camden Local Plan (2017). The policy states the Council seek to secure high quality design in development which respects local context and character and preserves or enhances the historic environment and heritage assets in



accordance with Policy D2 Heritage. 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.'

We trust the information provided will enable this listed building 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)