

Application ref: 2023/4953/A
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Miss Lucy Wonnacott
St George House
16 The Boulevard
Imperial Wharf
SW6 2UB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

1 The Stables Market
Chalk Farm Road
London
NW1 8AH

Proposal:

Installation of three non-illuminated signs at the intersection of Chalk Farm Road and Stephenson Street for a period of 2 years. Signs to be mounted on two elevations of the Stables Market wall.

Drawing Nos: Location Plan Site Address: The Stables Market, 1, The Stables Market, Chalk Farm Road, London, NW1 8AH, Camden Goods Yard Wall Print Banners January 2024.

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.

- 6 The use hereby permitted is for a temporary period of only and shall cease on within 2 years of the date of this permission, at which time the advertising boards should be removed.

Reason: The type of structure is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance and in the context of heritage assets. in accordance with policy D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission - Works are sought for the addition of three temporary non-illuminated advertisement panels on the Camden Wall on the corner of the junction of Chalk Farm Road and Stephenson Street. The wall is Grade II* Listed along with the Stables Yard horse hospital to the rear which with it is associated, and also lies within the Regents Canal Conservation Area.

In terms of detailed design, the adverts would be tray signs on a timber treated frame which would then be attached directly to the wall. The frames would be attached to the wall using screws and plugs into mortar joints to minimise any harm to the historic fabric. The boards are sized to be subservient to, and to sit centrally

within, the existing recessed panels of the wall. In terms of size and positioning the adverts will be akin to those mounted on the wall closer to the entrance of Camden Market.

The scheme originally proposed five adverts on 5 consecutive panels of the wall on the corner, but was revised to only 3 panels on every other wall panel. This reduction in the quantity and increased spacing between each advert, was requested to mitigate the harm posed by the original proposal which was considered to represent a proliferation of advertising on this prominent corner.

It is noted that Camden Goods Yard is a strategic project within the borough and that the council support the redevelopment of the site, and therefore advertising is being allowed temporarily on the listed structure. It is noted that advertising is not generally supported here and consent is unlikely to be permitted for other purposes and in other instances.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 and s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The signage would not harm the amenity of neighbouring properties in terms of outlook. The design is in accordance with the Design CPG, would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

As such, the proposed development is in general accordance with policies D1, D2, D4 and A1 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 positioned at the top left of the page.

Daniel Pope
Chief Planning Officer