

Application ref: 2023/4628/L  
Contact: Miriam Baptist  
Tel: 020 7974 8147  
Email: [Miriam.Baptist@camden.gov.uk](mailto:Miriam.Baptist@camden.gov.uk)  
Date: 5 February 2024

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Miss Lucy Wonnacott  
St George House  
16 The Boulevard  
Imperial Wharf  
Fulham  
London  
SW6 2UB

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:

**1 The Stables Market  
Chalk Farm Road  
London  
Camden  
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 Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans- 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.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of Policy D2 of the Camden Local Plan 2017.

- 4 The structures hereby permitted are for a temporary period only and shall be removed within 2 years of the date of this permission.

Reason: The type of structures are not such as the local planning authority is prepared to approve, other than for a limited period, in view of their appearance. The permanent retention of the structures would be contrary to the requirements of policy D2 of the London Borough of Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting consent -

Works are sought for the addition of three 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.

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 generally advertising is not encouraged on this listed structure, and that this proposal is granted for a temporary period of 2 years.

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

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in general accordance with Policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021; and the provisions of the National Planning Policy Framework 2023.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 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 in the upper left quadrant of the page. The signature is fluid and cursive.

Daniel Pope  
Chief Planning Officer