

Application ref: 2024/0374/A  
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Date: 1 May 2024

**Development Management**  
Regeneration and Planning  
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Labtech London Limited  
LABS Dockray  
1-7 Dockray Place  
London  
NW1 8QH  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Stables Market**  
**Chalk Farm Road**  
**NW1 8AJ**

Proposal: Replacement of Stables Market main entrance gate and signage, and addition of architectural lighting under the arches  
Drawing Nos: CM\_E\_1, CM\_E\_2, CM\_E\_3, CM\_P\_1 and Design and Access Statement Addendum (Rev A-01-2024)

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 proposed spot light illumination as proposed, shall be maintained at a maximum of 200 cd/m<sup>2</sup>.

Reason: To protect the amenity of residents and neighbours as well as to mitigate highways issues.

#### Informative(s):

- 1 Reasons for granting permission:

The proposal is for the display of signage incorporated into the new Chalk Farm Road entrance gates into the Stables Market and for extruded lettering above. The lettering and arches along the Chalk Farm Road building would be backlit with subtle static illumination with illuminance levels of 200cd/m<sup>2</sup>.

The signage is considered acceptable in terms of size and position and does not appear out of proportion with the Grade II listed wall or the markets beyond. The signage is considered modest, providing a gateway into the markets and considered to comply with Camden's planning guidance on signage.

Within the markets, the new design will also provide wayfinding display opportunities to assist visitors in navigating their way around the market upon arrival. Signage on the brick will be wall-mounted directional signage screwed to the mortar joints and elsewhere, the wayfinding signage will be black vinyl applied to the proposed timber joinery.

The Council's Conservation Officer has assessed the proposals and confirmed the proposed works preserve and enhance the character and appearance of the Regent's Canal Conservation Area, and would not cause harm to the significance of the Grade II heritage asset or those in the nearby surroundings.

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

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy A1, D1, D2, D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 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 2023.

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 'DP', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer