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28 April 2020

**Our ref: LJW/NFD/AKG/AJA/J10115**

**Your ref: PP-08680600**

Dear Sir/Madam

**Town and Country Planning Act 1990 (as amended)  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007  
Chalk Farm Gate, Stables Market, Camden, London, NW1  
Application for Full Planning Permission and Advertisement Consent (retrospective)**

On behalf of our client, Camden Market Estate Holdings Limited (the 'Applicant') we enclose an application for full planning permission and advertisement consent at Chalk Farm Gate, Stables Market, Camden, London, NW1 (the 'Site') for the:

**“Alterations to existing gate and entrance, and replacement of non-illuminated signage.  
(Retrospective)”**

The application is being applied for retrospectively as the work to the gate and signage was completed in December 2018.

**Relevant Planning History**

Through a thorough search of Camden's online planning history, no records of any previous planning history for the gate and entrance to Camden Stables could be found.

**Site and Surroundings**

The site subject to this application is the Chalk Farm Road Gate that marks the entrance to the Camden Stables Market. The works are proposed for the new main entrance portal to the Chalk Farm Road Gate only.

The Chalk Farm Road Gate, brings visitors into the heart of the Stables Market, offering routes west into North Yard, or south towards the Horse Tunnel.

The Site is located within the Regents Canal Conservation Area.

The Site is not statutory or locally listed, however, there are several listed buildings located within the Stables Market, including the Grade II\* Listed Chalk Farm Wall to the west and the Grade II Listed Chalk Farm Stable to the east.

## **The Proposals**

The proposal seeks planning permission and advertisement consent for the:

**“Alterations to existing gate and entrance, and replacement of non-illuminated signage. (Retrospective)”**

The details of the proposals are set out in the Design and Access Statement, prepared by LabTech. In summary, the proposal seeks to return the brick piers to their original condition by stripping the original signs, fixing and coverings and installing the new portal. The double-sided sign consists a main U-profiled steel frame connected to and supported by two round steel columns.

The advertisement consent has sought an advertisement period of 5 years. However, the applicant would wish to extend the time period for the erection of the advertisement due to its purpose as a way-finder to the Site. Should the Council consider this acceptable, we would wish to agree to a 10-year period.

The applicant has a vision to sensitively refurbish the heritage assets of the site whilst improving the later buildings and the visitor market experience. This proposal aims to attract more visitors and contribute to the function and vitality of the wider Stables Market.

The proposals will not alter the quantum of existing internal floorspace at the Site.

## **Planning Policy**

Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires proposals to be determined in accordance with the statutory development plan unless material considerations indicate otherwise. The statutory development plan consists of:

- i. The National Planning Policy Framework ('NPPF') (as updated February 2019);
- ii. The London Plan, being the Spatial Development Strategy for Greater London (2016);  
and
- iii. The Camden Local Plan (2017).

Relevant supplementary planning guidance for the site includes the Regent's Canal Conservation Area Appraisal and Management Strategy (2008).

## **Statutory Legislation**

As the site is located within a conservation area, statute regarding the historic environment is relevant.

Section 66 of the Planning (Listed Buildings and Conservations Area) Act 1990 sets out that local planning authorities should pay special regard to the desirability of preserving a listed building or its setting or any features of historic or architectural interest which it possesses when considering applications.

Section 72 of the same Act states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of conservation areas.

## **Planning Assessment**

### Design and Heritage

Local Plan Policy D1 seeks to ensure development respects local context and character, preserves or enhances the historic environment and heritage assets, is of sustainable and durable construction and is adaptable to different activities and land uses and comprises details and materials that are of high

quality and complement the local character. Local Plan Policy D2 seeks to preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings.

The design and materiality proposed to the Chalk Farm Gate will preserve and enhance the historical and industrial nature of the site and the wider Camden Stables Market. As set out in the supporting Design and Access Statement, the proposed portal replacement is a necessary step to improve the setting of the Chalk Farm wall, and the impact is considered generally beneficial to the preservation of the values and significance of the listed buildings.

The proposals will also revitalise and reactivate this area of the market ensuring that the market remains an attractive, interesting and vibrant place to visit. This will contribute to the prosperity of the Stables Market thereby securing an important Camden heritage asset and its setting in the long-term.

Therefore, the design meets the statutory tests and accords with local plan policy in terms of heritage and design.

### Signage

Previous government guidance on outdoor advertisements was replaced by the National Planning Policy Framework (NPPF) in February 2019. Paragraph 132 notes that a separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Camden's Advertisements CPG (2018) and Local Plan Policy D4 require all advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should ensure that they serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.

Local Plan Policy D4 states that Camden will support advertisements that:

- a. preserve the character and amenity of the area; and
- b. preserve or enhance heritage assets and conservation areas.

As with the previous signage at this location, the proposed signage will act as a way finder to the Site. The proposed signage will also seek to preserve and enhance the character of the area, taking account of the conservation area and nearby listed buildings. The proposal will not be illuminated and therefore will not have an adverse impact on the amenity of surrounding uses.

The proposal is a replacement of the existing signage and will not protrude into the highway or display flashing images. Therefore the proposal will not have an adverse impact on public safety.

As such, the proposed signage and design is in line with the NPPF, Camden Local Plan Policy D4 and CPG.

### **Conclusion**

The development can be seen to preserve and enhance the character and appearance of the entrance gate, whilst also contributing to the wider character and appearance of the Stables Market and the Regent's Canal Conservation Area.

The refurbishment of the Site will also secure the longevity and attractiveness of this part of the market in line with local policy TC6.

The proposed signage is in-keeping with the character of the area and will not lead to an adverse impact on amenity or public safety.

It is considered that the application complies with the relevant statutory tests, the NPPF and policies within the Camden Local Plan. It is further considered that there are no material considerations of sufficient weight to

determine that the application is other than in accordance with the Development Plan. On this basis, planning permission and consent should be granted for the application accordingly.

### **Supporting Documents**

In support of this application, we enclose the following documents:

- Completed Application Form and certificates;
- Site Location Plan, prepared by Labtech;
- Completed CIL Form, prepared by Gerald Eve;
- Existing and proposed plans, sections and elevations, prepared by Labtech; and
- Design and Access Statement, prepared by Labtech.

The requisite fee of **£594** (plus a £25 planning portal service charge) has been paid online using the planning portal.

We look forward to receiving confirmation of registration and validation in due course. In the meantime, please do not hesitate to contact Anna Gargan (020 7518 7240) or Sam Neal (020 3486 3312) of this office should you have any questions regarding the above.

Yours faithfully,

A handwritten signature in blue ink that reads "Gerald Eve LLP".

**Gerald Eve LLP**

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