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10 July 2020

Our ref: LJW/NFD/AKG/SNE/J10115

Your ref: PP-08860552

Dear Sir/Madam

**Town and Country Planning Act 1990 (as amended)
Planning (Listed Buildings and Conservation Areas) Act 1990
Makers Alley, Camden Stables Market, London, NW1
Application for Full Planning Permission & Listed Building Consent**

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

"Replacement and installation of new shopfronts, including the refurbishment and redesign of the kiosks, and associated works."

Relevant Planning History

From a review of Camden's online planning register, the existing stalls obtained planning permission under reference PEX0100466. The permission was granted in October 2010.

Site and Surroundings

The site subject to this application is solely the units forming Makers Alley which are located on the Rising Horse Road between the retaining wall abutting Chalk Farm Road and the Horse Hospital at Camden Stables Market. The Makers Alley units are located from the Chalk Farm entrance to the east towards the Horse Hospital terrace to the west.

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 Stanley Sidings, Stables to East of Bonded Warehouse and the Grade II* listed Horse Hospital to the west of the site. Furthermore, the proposal will be fixed to the Horse Hospital Rising Ramp which forms part of the listing description.

The Proposals

The proposal seeks planning permission and listed building consent for the:

"Replacement and installation of new shopfronts, including the refurbishment and redesign of the kiosks, and associated works."

The details of the proposals are set out in the Design and Access Statement, prepared by LabTech.

The proposals are for the refurbishment of the units on the Horse Hospital Rising Ramp, Stables Market, Camden NW1. These units were originally built in 2001 (ref. PEX0100466), with only minor improvements and changes since, hence this application seeks permission to redesign and redevelop the kiosks. The proposals are part of a wider aim to renovate the whole Stables market.

This application seeks approval for a new design of the kiosks based on the principles previously applied across the Stables Market. The only demolition works will involve the replacement of the existing roofs across the kiosks.

The applicant has a vision to sensitively refurbish the heritage assets of the site whilst improving the visitor market experience. The proposals aim to provide vibrant new spaces and attract more visitors and contribute to the function and vitality of the wider Stables Market.

The existing signage is to be retained and replaced. The signage would be located 2.6m from the ground level and the signage board would be located at the same height as existing.

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 and will be fixed to a listed structure, 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 Makers Alley shopfronts will preserve and enhance the historical and industrial nature of the site and the wider Camden Stables Market. Furthermore, the proposed shopfront design will preserve and enhance the character and appearance of the setting of the Grade II* Horse Hospital which lies to the west of the site.

The proposals will also revitalise and reactivate this area of the market ensuring that the shopfronts remain 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.

Shopfronts

According to Local Plan Policy D3, Camden expects a high standard of design in new and altered shopfronts.

When determining proposals for shopfront development the Council will consider:

- a. the design of the shopfront or feature, including its details and materials;
- b. the existing character, architectural and historic merit and design of the building and its shopfront;
- c. the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- d. the general characteristics of shopfronts in the area;
- e. community safety and the contribution made by shopfronts to natural surveillance; and
- f. the degree of accessibility

The proposed design meets the requirements of the policy as the details and materials of the proposed shopfronts have been chosen to respect and reflect the character and appearance of the surrounding Stables Market, thereby maintaining the design relationship of the shopfronts throughout the market. The existing character of the Site will be preserved and enhanced through the designs as the refurbished frontages seek to improve the function of the shopfronts and seek to create a refined industrial aesthetic quality, in-keeping with the historic environment, without compromising the unique character of the market in general and the heritage assets in particular. The existing level of accessibility is maintained in the proposals.

The proposed shopfronts therefore comply with Local Plan Policy D3.

Signage

Camden's Advertisements CPG (2018) and Local Plan Policy D4 sets out 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 existing shopfronts at the Site, an area for signage has been included within the fascia of each of the proposed shopfronts.

The design of the signage is in keeping with the character and appearance of the conservation area and will ensure that the amenity of the area is preserved. The signs will have a consistent appearance across the shopfronts. White lettering will be surface mounted onto a black background for the fascia signage. Fonts and content are dependent on the tenant's branding.

The uniformity of the leering and signage will enhance the industrial look and feel.

The tenants will be required to utilise the proposed signage for advertisement as part of their lease. Therefore, the proposed signage and design is in line with Camden Local Plan Policy D4 and CPG.

Enhancing Existing Use

Furthermore, Local Plan Policy TC2 states Camden will seek to protect and enhance the role and unique character of each of Camden's centres and will seek to provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice. Local Plan Policy TC6 states that the Council will consider the character of the existing market when assessing proposals for the refurbishment and redevelopment of markets.

The proposals are in line with Camden local policies TC2 and TC6 as they will support and improve the continued function of the Site within the Stables Market. The refurbished shopfronts will enhance vitality and activity within Makers Alley, preserving the character of the Site and contributing to securing its long-term future.

Conclusion

The development can be seen to preserve and enhance the character and appearance of the Makers Alley Shopfronts, 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.

It is considered that the application complies with the relevant statutory tests, 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 listed building 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 **£462** (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,



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