

Application ref: 2020/1970/A
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Gerald Eve
72 Welbeck Street
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Chalk Farm Gate
The Stables Market
Chalk Farm Road
London
NW1 8AH

Proposal:

Replacement of non-illuminated signage at entrance to the Stables Markets (retrospective).
Drawing Nos: 001, 002, 003, 004; Chalk Farm Gate design statement 2020.

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.

Informative(s):

- 1 Reason for granting consent-

The proposal is for the display of 1 non-illuminated sign above the Chalk Farm Road entrance to the Camden Stables Markets. The sign is considered acceptable in terms of size and position and does not appear out of proportion with the Grade II* listed wall it adjoins 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.

The proposed works preserve and enhance the character and appearance of the Regent's Canal Conservation Area, and would not cause harm to the setting of the Grade II* heritage asset or those in the nearby surroundings.

The proposal would not impact on local 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 D4 of the Camden Local Plan 2017. The proposed development also accords with the

London Plan 2016 and the National Planning Policy Framework 2019.

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 2019.

You can find advice in regard to 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 written over a light grey rectangular background.

Daniel Pope
Director of Economy, Regeneration and Investment