

Application ref: 2021/3780/A  
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Date: 29 October 2021

**Development Management**  
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Gerald Eve LLP  
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Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Chalk Farm Gate and Chalk Farm Road Building**  
**Stables Market**  
**Chalk Farm Road**  
**London**  
**NW1 8AH**

Proposal: Installation of 4x signs at fascia level above the Chalk Farm Gate entrance.

Drawing Nos: 713-110 rev A, 713-111 rev A, 713-112 rev A, 713-113 rev A, 713-114 rev A, 713-115 rev A, 713-116 rev A, 713-117 rev A, 713-118 rev A, 713-119 rev A, 713-120 rev A, 713-122 rev A, Design, Access and Heritage Statement, Entrance Signage document dated July 2021, Design and Access Statement Engineering Report issue P01 dated 14 July 2021, and letter dated 4 August 2021.

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 two fascia signs incorporated into the new Chalk Farm Road entrance gates into the Stables Market and for extruded lettering above. The lettering would be backlit with subtle static illumination with illuminance levels of 490cd/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.

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 D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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 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 blue rectangular background.

Daniel Pope  
Chief Planning Officer