

Application ref: 2021/5038/P
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Date: 30 November 2021

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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WC1H 9JE

Phone: 020 7974 4444

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Gerald Eve LLP
72 Welbeck Street
London
W1G 0AY

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**Provender Store and Long Stables Building
The Stables Market
Chalk Farm Road
London
NW1 8AH**

Proposal:

Installation of new wayfinding signage for the Provender Store and Long Stables Building and associated new lighting. Installation of safety equipment to the north elevation of the Provender Store.

Drawing Nos: P99GEN_LABS_XX_00_DR_A_000_01 rev B,

P99GEN_LABS_XX_00_DR_A_000_02 rev C,

P99GEN_LABS_XX_00_DR_A_000_03 rev C,

P99GEN_LABS_XX_00_DR_A_000_04 rev B,

P99GEN_LABS_XX_00_DR_A_000_05 rev C,

P99GEN_LABS_XX_00_DR_A_000_06 rev B,

P99GEN_LABS_XX_00_DR_A_000_07, Apollo alarm product information, Lighting strategy document, Wayfinding signage document dated September 2021, Design and Access Statement dated October 2021, Cover letter dated 7 October 2021.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: P99GEN_LABS_XX_00_DR_A_000_01 rev B, P99GEN_LABS_XX_00_DR_A_000_02 rev C, P99GEN_LABS_XX_00_DR_A_000_03 rev C, P99GEN_LABS_XX_00_DR_A_000_04 rev B, P99GEN_LABS_XX_00_DR_A_000_05 rev C, P99GEN_LABS_XX_00_DR_A_000_06 rev B, P99GEN_LABS_XX_00_DR_A_000_07, Apollo alarm product information, Lighting strategy document, Wayfinding signage document dated September 2021, Design and Access Statement dated October 2021, Cover letter dated 7 October 2021.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission.

The proposals are designed to increase legibility and wayfinding through the markets with the introduction of new signage and lighting. The proposed methods of signage would include modular directional signs, place name signage, ghost signage, entrance lettering signage and projecting hanging signage. All signs are of traditional materials and style and would be fixed to the mortar joints so as to avoid damaging the historic brickwork.

The proposals also include a sound beacon as part of the fire strategy for the Provender Store, for the safety of the visitors, tenants, and the buildings. The proposed sound beacon is small and discreetly located, fixed to the facade through the mortar joints on the north elevation. The beacon would only sound in the event of an emergency.

The proposed lighting strategy includes the retention of the existing floodlights at first floor level and the replacement of their bulbs to provide a softer illumination, and the removal of a number of beacon lights from ground floor level which would reduce clutter to the elevations and improve the appearance of the building. New lighting will be in the form of discreet strip lights to provide

uplighting of windows which is considered sympathetic and would successfully highlight the building's architectural detailing.

Whilst the restoration of the grade II listed buildings on the site originally sought to minimise signage, lighting and other external fittings and fixtures to minimise clutter and also to avoid unauthorised works which has been a problem for many years, it is appreciated that wayfinding and orientation in the market is an issue due to the number of former stables buildings which look very similar to new visitors. On this basis, there is a recognised need for signage and wayfinding devices and the proposed works appear to be consistent and homogeneous in appearance as well as generally sympathetic to the special interest of the listed buildings and the character and appearance of the conservation area, and they are positioned in locations which are prominent enough to serve their purpose whilst not dominating the heritage assets.

The site comprises a rare example of substantial industrial stabling and is a major surviving portion of the former Camden Goods Yard. It is this architectural and historic interest, and the connection with the Grade II* Horse Hospital, which is considered to contribute to the buildings' significance, and these aspects would not be harmed by the proposals.

The Council's Conservation Officer has confirmed the proposed works would preserve and enhance the character and appearance of the Regent's Canal Conservation Area and would not cause harm to the significance of the listed building or those in the nearby surroundings.

Due to the location and nature of the proposed development, the works would not impact the amenity of any adjoining residential occupiers in terms of outlook, daylight, noise or privacy.

No objections have been received and the site's planning history was taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, and to 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.

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

- 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) 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 2021.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope
Chief Planning Officer