

Application ref: 2021/5117/A
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Gerald Eve LLP
72 Welbeck Street
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent 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.

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 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 Reasons for granting consent-

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 signage is considered acceptable in terms of size and position and does not appear out of proportion with the Grade II listed buildings or the markets beyond. The signage is considered modest, aiding wayfinding through the markets and is considered to comply with Camden's planning guidance on signage.

The proposals 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 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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer