

Application ref: 2021/5031/L
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Gerald Eve LLP
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**Provender 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 Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 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: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 4 The existing ground floor beacon lighting shall be removed and the area made good prior to use of the approved lighting fixtures and fittings.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 5 Prior to the commencement of the relevant works, a sample of the proposed ghost signage, showing paint colour and finish, shall be provided on site and approved in writing by the local planning authority. The relevant part of the works shall not be carried out otherwise than in accordance with the details thus approved.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting listed building 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 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 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 not cause harm to the significance of the Grade II listed building heritage asset or those in the nearby surroundings.

No objections have been received prior to the determination of the application.

The site's planning history has been taken into account prior to making this decision and special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 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 policy D2 of

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

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer