

Application ref: 2022/1887/A  
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Date: 4 May 2022

**Development Management**  
Regeneration and Planning  
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Gerald Eve LLP  
72 Welbeck Street  
London  
W1G 0AY

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

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

Proposal:

Installation of new fascia signage to the north, south and east elevations at lower ground level

Drawing Nos: A1000, A1001, A1100, A1102, A1110, A1112, PA1061, PA3100 03, PA3102 03, PA3061, PA7511 02, PA7510, Design & Access Statement, cover letter dated 22 March 2022.

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 four fascia signs of two different designs on a new brick fascia at lower ground level. The lettering would be black metal and backlit with subtle static illumination with illuminance levels of 450cd/m<sup>2</sup> which is in keeping with other signage to modern buildings within the markets.

The signage is considered acceptable in terms of size and position and does not appear out of proportion with the fascia, the building or the markets beyond. The signage is considered modest, providing an appropriate entrance into the new family entertainment use at lower ground level and is considered to comply with Camden's planning guidance on signage. Overall, the proposed works would not harm the character and appearance of the Regent's Canal Conservation Area and are acceptable on design grounds.

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