

Application ref: 2022/4603/L  
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Date: 7 March 2023

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Admiral Signs London Ltd  
71 Penenden  
New Ash Green  
Longfield  
DA3 8LS

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:

**Vanguard Theatre**  
**Stables Market**  
**Chalk Farm Road**  
**London**  
**NW1 8AH**

Proposal:

Installation of 3 internally illuminated A3 poster boxes and 2 externally illuminated timber board signs to west, north and south elevations, and 1 painted / vinyl sign to east elevation at roof level.

Drawing Nos: West elevation page 1/4, North elevation page 2/4, east elevation page 3/4, east elevation for ramp signs page 4/4 received by the LPA on 06/02/2023, Pages 1/5 - 5/5 rev 6 dated 06/02/2023, Mini LED Trunk Lighting Info, site location plan dated 24 October 2022, Design and Access Statement.

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: West elevation page 1/4, North elevation page 2/4, east elevation page 3/4, east elevation for ramp signs page 4/4 received by the LPA on 06/02/2023, Pages 1/5 - 5/5 rev 6 dated 06/02/2023.

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 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.

#### Informative(s):

- 1 Reasons for granting listed building consent-

Listed building consent is sought for the following signs: one externally illuminated timber board sign measuring 900mm x 450mm to the west elevation, three internally illuminated A3 poster boxes to the west and north elevations, one externally illuminated timber board sign measuring 271mm x 2400mm to the east elevation, and three timber board signs to the ramp measuring 1460 x 600mm or 1640 x 911mm. The externally illuminated signs would be lit with Mini LED trunk lighting, with the illuminance levels below 300cd/m<sup>2</sup>.

The proposed signs are considered generally acceptable in terms of their size, number, position and luminance levels. Concerns were initially raised regarding the size and visibility of the sign to the east elevation given the importance and prominence of this elevation; however, its necessity in advertising the existing theatre use within the building was explained by the applicant, and it is acknowledged that increased advertisement of the internal use of the building would contribute to its success and the ongoing vitality and viability of the markets. Its installation is therefore accepted, subject to a condition requiring its removal upon cessation of the theatre use. It is considered that the proposals would preserve the significance of the Grade II\* listed building.

No objections have been received prior to the determination of the application. Historic England responded with a letter of Flexible Authorisation duly stamped and signed on behalf of the Secretary of State.

The site's planning history has been taken into account prior to making this decision. 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 positioned above the typed name of the Chief Planning Officer.

Daniel Pope  
Chief Planning Officer