

Application ref: 2022/4614/A  
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**Development Management**  
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Admiral Signs London Ltd  
71 Penenden  
New Ash Green  
Longfield  
DA3 8LS

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

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

Proposal:

Display 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 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.

- 6 The advertisement to the east elevation hereby permitted shall only be displayed whilst the building is in use as an interactive theatre, and shall be removed upon the cessation of this use.

Reason: This type of advert is not such as the Council is prepared to approve permanently in view of its visibility on this prominent and significant elevation. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

- 7 The intensity of the illumination of the proposed signs shall not exceed 300 candelas per square metre.

Reason: To ensure that the lights do not have an adverse impact on neighbouring amenity nor be harmful to either pedestrian or vehicular safety in accordance with policies A1 and D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting consent-

Advertisement 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 and the character and appearance of the conservation area subject to the attached conditions.

The proposed signs would not impact on amenity in terms of light spill or outlook, nor would they be harmful to either pedestrian or vehicular safety, given the low lux levels. To ensure the proposed adverts do not cause undue disturbance to neighbouring residents, their illumination levels shall be controlled by condition.

Overall, given the commercial nature of Stables Markets and the use of the Horse Hospital as an interactive theatre, the advertisements and illumination are considered appropriate in this context. 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:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned in the upper left corner of the page.

Daniel Pope  
Chief Planning Officer