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|---|--|---------------------------|-------------------------------------|-------------------|
| <b>Delegated Report</b>   |  |                           | <b>Expiry Date</b>                  | <b>02/03/2023</b> |
| <b>Case Officer</b>   |  | <b>Application Number</b> |                                     |                   |
| Tony Young  |  | 2023/0052/A               |                                     |                   |
| <b>Application Address</b>  |  | <b>Drawing Numbers</b>    |                                     |                   |
| 74 Crowndale Road<br>London<br>NW1 1TP  |  | See draft decision notice |                                     |                   |
| <b>PO 3/4</b>   | <b>Area Team Signature</b>             | <b>C&amp;UD</b>           | <b>Authorised Officer Signature</b> |                   |
|   |  |                           |                                     |                   |
| <b>Proposal</b>   |  |                           |                                     |                   |
| (A) Display of 5 x non-illuminated fixed canvas awnings on Crowndale Road and Bayham Street elevations (retrospective); and<br>(B) Display of 1 x externally illuminated (trough-lit), double-sided, projecting sign on Crowndale Road elevation.   |  |                           |                                     |                   |
| <b>Recommendation</b>   | <b>Part Grant, Part Refuse Consent</b> |                           |                                     |                   |
| <b>Application Type:</b>  | <b>Advertisement Consent</b>           |                           |                                     |                   |
| <b>Consultations</b>  |  |                           |                                     |                   |
| <b>Consultation method:</b>   | No statutory consultation required     |                           |                                     |                   |
| <b>Summary of responses:</b>  | No responses received                  |                           |                                     |                   |
| <b>Site Description</b>   |  |                           |                                     |                   |
| <p>The application relates to the ground floor retail alterations of the Hope &amp; Anchor Pub, located on the corner of Crowndale Road and Bayham Street. The site immediately abuts Koko to the west, an historic club / music venue, which is Grade II listed.</p> <p>The site has recently formed part of a wider redevelopment scheme at (Koko) 1A Camden High Street, (Hope &amp; Anchor PH) 74 Crowndale Road, 1 Bayham Street and 65 Bayham Place, following planning permission granted subject to a Section 106 legal Agreement (2017/6058/P – see relevant history section below).</p> <p>The host building is not listed and is located within the Camden Town Conservation Area. The building is identified as making a positive contribution to the conservation area (see Appendix 2 of the Camden Town Conservation Area Appraisal and Management Plan, adopted October 2007).</p>  |  |                           |                                     |                   |
| <b>Relevant History</b>   |  |                           |                                     |                   |
| <p><b>2022/1124/A</b> ((Koko, 1A Camden High Street) - Mixed decision: a) to <u>GRANT CONSENT</u> for: Signs 2, 3, 7 and 8 on Camden High Street, Bayham Street and Bayham Place / b) to <u>REFUSE CONSENT</u> for: Signs 1, 4, 5 and 6a on Camden High Street and Crowndale Road <u>dated 25/04/2023</u> (considered to result in excessive visual clutter and be harmful to the character and appearance of the host listed building, streetscene and conservation area, by reason of their number, location, design, materials and method of illumination) – see also Paragraph 3.25 below.</p> <p><b>2017/6058/P &amp; 2017/6070/L</b> (Koko, 1A Camden High Street, Hope &amp; Anchor PH, 74 Crowndale Road, 1 Bayham Street and 65 Bayham Place) - Erection of 4-storey extension above north west side of 1A Camden High Street (Koko) and erection of 5-storey building to provide pub at ground floor and private members club on upper floors following demolition of 65 Bayham Place, 1 Bayham Street (façade retained) and 74 Crowndale Road (façades retained), including enlargement of basement and sub-basement, mansard roof extension to 74 Crowndale Road, creation of terraces at</p> |  |                           |                                     |                   |

3rd and 4th floor level, relocation of chillers and air handling unit to 3rd floor plant enclosure with additional plant at roof level, erection of 4th floor glazed extension above roof of Koko to provide restaurant and bar to private members club, minor reconfiguration to circulation space within Koko, conversion of Koko dome to private bar, erection of glazed canopy to Camden High Street and Crowndale Road elevation and refurbishment and restoration of Koko. Granted planning permission subject to a Section 106 Legal Agreement & listed building consent dated 02/05/2018

**2016/6959/P & 2016/5960/L** (Koko, 1A Camden High Street, Hope & Anchor PH, 74 Crowndale Road, 1 Bayham Street and 65 Bayham Place) - Redevelopment involving change of use from offices (Class B1) and erection of 5 storey building with basement to provide 32 bedroom hotel (Class C1) following demolition of 65 Bayham Place and 1 Bayham Street (retention of façade) including change of use at 1st and 2nd floor of 74 Crowndale Road from pub (Class A4) to hotel (Class C1), mansard roof extension to 74 Crowndale Road, retention of ground floor of Hope & Anchor PH (Class A4), conversion of flytower to ancillary recording studio and hotel (C1), creation of terraces at 3rd and 4th floor level and erection of 4th floor glazed extension above roof of Koko to provide restaurant and bar to hotel (C1). Granted planning permission subject to a Section 106 Legal Agreement & listed building consent dated 15/11/2017 & 21/11/2017 respectively

**2014/2621/P** - Change of use from public house (Class A4) to alternative uses as either retail or estate agents offices (Class A1/A2) at part ground, part basement levels and residential (Class C3) to provide 8 flats (1 x 3 bed, 4 x 2 bed, 3 x 1 bed), enlargement of existing basement with side lightwell, replacement of single storey rear/side addition with 3 storey rear/side extension and mansard roof with terrace, and associated alterations to windows and doors. Granted planning permission subject to a Section 106 Legal Agreement dated 06/01/2015

**2008/2898/A** - Display of internally illuminated wall mounted sign to public house. Advertisement consent refused 20/08/2008 and dismissed on appeal dated 09/12/2008

**2008/0148/A** - Display of internally illuminated sign at second floor level (Bayham Street Elevation) in connection with public house (Class A4). Advertisement consent refused 02/05/2008

**8880306** - Display of two externally illuminated circular signs(1.5m diameter) with gold lettering over two entrances and a non-illuminated single side board panel measuring approximately 3.5m X 3.0m fixed to the wall at first and second floor level on Bayham Street frontage. Advertisement consent granted 31/07/1989

**CA73/AD172** - Retention of two 4-sheet advertisement panels each measuring 5'2" (1.58m) by 3'6" (1.07m) fixed to the wall on the Bayham Street frontage. Permission granted 12/12/1975

**CA/73/B** - The erection of two internally illuminated lanterns in brown, orange and opal at an overall height above ground of 10'6" (3.2m), projection 2'3 1/2" (0.67m), width 1'5" (0.43m) height 1'11" (0.55m). Permission granted 12/07/1974

**CA/73/A/1P** - A flat sign, consisting of individual letters to read DOUBLE DIAMOND with diffusing white opal faces and green returns and the intertwined letters "D D" with orange and red faces, the whole internally illuminated and affixed to the flank wall in Bayham Street at second floor level. Height of letters 1'3", total length 7'6", total height 6'0" and overall height 28'0" approximately. Permission granted 05/08/1965

**CA/73/P1** - A flat sign, consisting of individual letters to read DOUBLE DIAMOND with diffusing white opal faces and green returns and the intertwined letters "D D" with orange and red faces, the whole internally illuminated and affixed to the flank wall in Bayham Street at second floor level. Height of letters 1'0", total height 3'9", total length 4'9", and overall height 23'9" approximately. Permission granted 31/05/1965

## Relevant policies

### National Planning Policy Framework 2021

### The London Plan 2021

### London Borough of Camden Local Plan 2017

A1 - Managing the impact of development

D1 - Design

D2 - Heritage

D4 - Advertisements

T1 - Prioritising walking, cycling and public transport

### Camden Planning Guidance (CPG)

CPG Advertisements (March 2018) – paragraphs 1.1 to 1.11; and 1.13 to 1.18

CPG Design (January 2021) - chapters 1 (Introduction), 2 (Design excellence), 3 (Heritage) and 6 (Shopfronts)

CPG Transport (January 2021) – chapters 7 (Vehicular access and crossovers) and 9 (Pedestrian and cycle movement)

CPG Amenity (January 2021) – chapters 1 (Introduction) and 4 (Artificial light)

### Camden Town Conservation Area Appraisal and Management Plan (adopted October 2007)

## Assessment

### 1. Proposal

1.1 The proposal is seeking advertisement consent for the display of the following:

- Proposal A - 5 x non-illuminated fixed canvas awnings on Crowndale Road and Bayham Street elevations (retrospective); and
- Proposal B - 1 x externally illuminated (trough-lit), double-sided, projecting sign on Crowndale Road elevation.

#### Revisions

1.2 The Council initially raised concern in regard to original proposals to display an internally illuminated, double sided, projecting sign on the Crowndale Road elevation, in so far as the sign would add noticeable visual clutter, out of character with the building and locality, by virtue of its inappropriate design, materials, degree of projection, size, location and internal method of illumination. The sign was also considered likely to add an excessive, cumulative amount of advertisement to the building given both the existing historic and more recently displayed signage. On that basis, the applicant was advised to omit the proposed projecting sign entirely from the proposals.

1.3 Following the concerns raised and further correspondence, the applicant amended the method of illumination to be external in the form of LED trough-lights; the sign otherwise remaining mainly unaltered from the original proposals.

### 2. Assessment

2.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

2.2 The principal considerations therefore material to the determination of this application are:

- a) visual amenity – the design and impact of the proposal on the character and appearance of the host building, wider streetscene and Camden Town Conservation Area; and on neighbouring amenity (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard); and
- b) transport and public safety – the impact of the proposal on highway, pedestrian and cyclist's safety.

### 3. Visual amenity

- 3.1 Local Plan Policy D1 (Design) establishes in Paragraph 7.4 that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into its surroundings.
- 3.2 Local Plan Policy D2 (Heritage), supported by the Camden Town Conservation Area Appraisal and Management Plan (adopted October 2007), confirms on page 211 that the Council will require that all development within conservation areas preserves or, where possible, enhances the character or appearance of the area. Additionally, the Plan states more specifically under the heading, 'Fascia, signs and advertisements', that '*A proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area*'.
- 3.3 Local Plan Policy D4 (Advertisements) confirms on page 221 that the Council will support advertisements that preserve or enhance heritage assets and conservation areas, but will resist advertisements that in particular contribute to an unsightly proliferation of signage in the area, contribute to street clutter in the public realm, or cause light pollution to nearby residential properties.
- 3.4 Camden Planning Guidance (Design) states in Paragraph 6.13 that '*Any signage or lettering should be uncluttered and respect the character and design of the building*'.
- 3.5 The application site is the Hope & Anchor Pub, located on the corner of Crowndale Road and Bayham Street. Like many pubs in Camden, its scale and character provide local townscape interest. Additionally, the site is located within the Camden Town Conservation Area and is identified as a building which makes a positive contribution to the area in the associated appraisal and management plan (see Images 1 and 2 below).



Images 1 & 2 – application site (Bayham Street and Crowndale Road elevations respectively)

- 3.6 The pub immediately abuts Koko to the west; an historic club / music venue, which is Grade II listed. It is 4-storeys high where it adjoins the host building and forms part of the important backdrop to the application site. It is in this context that particular care must be taken in regard to all proposals given the design merit of the existing ground floor frontages of the host building which are recognised as contributing positively within the conservation area and the listed backdrop / setting.
- 3.7 Proposal A - Display of 5 x non-illuminated fixed canvas awnings on Crowndale Road and Bayham Street elevations (retrospective)
- 3.8 The proposed non-illuminated, orange fixed canvas awnings which are already being displayed (see Images 1 and 2 above) are grouped together around the corner entrance and

occupy small sections of the upper parts of each window. Each awning has lettering across the face related to the premises, reading, '74 Café Koko 74', 'Tap Bar', 'Pizzeria', 'Bourbon Cocktails' and 'Live Music'.

- 3.9 Given the relatively small size and depth of each awning, as well as, their locations within the width of existing window openings and columns, the awnings and signage is not overwhelming, but rather, appears suitably positioned in design terms and continues to allow an adequate degree of visual permeability and natural light in and out of the premises through the openings.
- 3.10 The proposed awnings are therefore considered to be acceptable in terms of their design, size, number, material, location and the non-illuminated nature of their display. As such, the proposal is considered in keeping with the character and appearance of the host building, immediate streetscene and wider Camden Town Conservation Area, in accordance with Local Plan policies D1 (Design), D2 (Heritage) and D4 (Advertisements), and related guidance.
- 3.11 Proposal B - Display of 1 x externally illuminated (trough-lit), double-sided, projecting sign on Crowndale Road elevation
- 3.12 The external façades of the pub at ground floor level are of particular interest as they are clad in glazed green tiles with a horizontal band of yellow tiles above (and historic green lettering) running the full extent of the pub at fascia level; the patina and vernacular architectural character of which has been retained, along with the traditional appearance of a public house, even amidst a number of recently approved developments at the site and adjoining buildings (see Images 1 and 2 above).
- 3.13 It is therefore perhaps not surprising that there are no planning records of any kind of projecting sign having ever previously been approved or displayed at the application site and no such sign is displayed there presently.
- 3.14 The Council initially raised concern in regard to original proposals to display an internally illuminated, double sided, projecting sign on the Crowndale Road elevation. The sign was considered to add noticeable visual clutter, out of character with the building and locality, by virtue of its unsuitable contemporary shape and design, PVC material, degree of projection, size, position and internal method of illumination. The sign was also considered likely to add an excessive, cumulative amount of advertisement to the building given the existing signage. On that basis, the applicant was advised to omit the proposed projecting sign entirely from the proposals.
- 3.15 Notwithstanding the above concerns and that the Council considers the originally proposed projecting sign to be unsuitable, the Council advised the applicant that consideration might be given to revised proposals for a suitably sized and designed timber hanging sign with painted lettering, hung from a traditional-style black metal bracket, and ideally non-illuminated. If illumination were to be required, an external method of illumination in the form of high-quality spotlights might be possible, rather than trough-lights.
- 3.16 In response, the applicant amended the method of illumination to external lighting in the form of LED trough-lights contrary to Council advice; the sign otherwise remaining mainly unaltered from the original proposals.
- The revised proposal
- 3.17 The Council considers that the revision does little to improve upon the originally proposed sign, nor does it fully address Council concerns as expressed above.
- 3.18 While an external method of illumination is generally more appropriate within a conservation area, the LED trough-lights would appear chunky and overbearing in size and prominence. This would particularly be the case given the size and position of the sign which would result in it projecting nearly 1 metre from the external face of the building with trough-lights extending 900mm on both sides. The degree of projection and prominence of the sign would be further emphasised when viewed from the west as the host building itself sits approximately 3 metres

further forward from the adjacent KOKO building on this side (see Image 3 below).



Image 3 – Crowndale Road elevation

- 3.19 The proposal would also introduce illumination on this corner of the building where none is currently present, so further heightening the sign's presence, most notably during hours of darkness.
- 3.20 The use of acrylic lettering applied to panels, all with a predominantly metallic finish, and the addition of a steel box and plates fixed to the existing tiled surface of the pub, would appear out-of-keeping and unsympathetic alongside the more traditional palette of existing materials, colours and finishes of the building's façade. This view is reinforced when considering the contemporary, irregular shape and design of the proposed sign which is unusual for a traditional building of this kind (see Image 4 below). While a modern sign of this design might be appropriate in a different context, in this location it would appear at odds with and detract from the traditional appearance, and otherwise well-preserved qualities of the public house, which has been identified as making a positive contribution to the area.



Image 4 – proposed externally illuminated projecting sign



- 3.21 CPG (Advertisements) states that *'The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located'*. The guidance further states that, *'All signs should serve as an integral part of the immediate surroundings'* (paragraphs 1.14 and 1.8 respectively – CPG Advertisements). It is considered that the proposed sign would be unsympathetic to the traditional appearance of the host building and would not integrate well within the immediate streetscene for the reasons stated above. As such, it would contribute to street clutter in the public realm, contrary to Local Plan Policy D4 (Advertisements) which confirms on page 221 that the Council will resist advertisements of this kind.
- 3.22 Furthermore, the proposed sign would add an excessive, cumulative amount of advertisements to the host building given the amount of existing historic signage at ground and upper floor levels, as well as, the additional projecting signage already being displayed in the form of 5 x non-illuminated fixed canvas awnings which are recommended for approval as part of this current application (Proposal A). Paragraph 6.29 of CPG (Design) states that, *'Too many adverts/signs on a property contribute to visual clutter and can detract from the appearance of the street scene'*. Local Plan Policy D4 (Advertisements) also confirms (page 221) that the Council will resist advertisements that contribute to an unsightly proliferation of signage in the area. In this regard, the current proposal is considered to be contrary to the above guidance and policy.
- 3.23 The applicant suggests that recently approved signage at nos. 35 & 38 Camden High Street (2021/0077/A & 2020/0975/A respectively) are sufficiently similar to provide a precedent. Notwithstanding that these examples are internally illuminated projecting signs, and as such, have a different method of illumination, they are also not considered to be comparable when assessed alongside the current proposal by virtue of being located in the middle of a high street and displayed on modern commercial shopfronts. As such, the examples have very different contexts and are more suited for displayed to the Camden High Street environment in which they are situated, rather than around the corner to the west in Crowndale Road which is more residential in character with very few commercial façades.
- 3.24 A further example of an illuminated projecting sign is noted as being displayed at 'The Camden' bar and music venue (nos. 61-65 Crowndale Road) which is located on the opposite side of the road and to the west of the application site. However, there is no record of any consent for this sign. Moreover, though the venue is part of a heritage building (The Crowndale Centre), it occupies a more modern frontage at ground floor level with no particular design merit, unlike the host property whose ground floor façade contributes positively within the conservation area and streetscene.
- 3.25 It is also noted that illuminated signage proposed to be displayed on the side elevation of the listed KOKO building in Crowndale Road has recently been refused consent (2022/1124/A - 1A Camden High Street) on 25/04/2023. LED screens were proposed to be displayed within 3 x existing poster boxes. These were considered to result in excessive visual clutter and harm the character and appearance of the host listed building, streetscene and conservation area, by reason of their number, location, design, materials and method of illumination. While the existing poster box signs are externally illuminated by slim trough lights, it is recognised that they are fascia signs which do not project outwards from the building unlike the proposed sign and so have a lesser visual impact. They are also a form of display typical of the large club / music venue on which they are displayed and are clustered around the corner junction with Camden High Street which is a notably more prominent façade than the more low-key presence of the host building further down Crowndale Road (see Image 5 below).



Image 5 – distance from Camden High Street and KOKO from application site

3.26 As such, the examples above are not considered to be sufficiently similar so as to provide any precedent for the current proposal. The proposed projecting sign on the other hand would result in an unwelcome and incongruous ‘creep’ of illuminated visual clutter further along Crowndale Road which is mainly residential in character and generally absent of this form of signage (see Images 6 and 7 below).



Images 6 & 7 – views showing residential character of Crowndale Road opposite application site

3.27 Overall, therefore, the proposed externally illuminated projecting sign on Crowndale Road elevation (Proposal B), by virtue of its size, location, design, materials and illumination, would appear incongruous and out-of-keeping with the character of the host building and streetscene, and would contribute to an excessive, cumulative amount of signage on the building, resulting in visual clutter detrimental to the character and appearance of the host building, streetscene and wider Camden Town Conservation Area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

#### Residential amenity

3.28 Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden’s



residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.

3.29 The proposed signage (Proposals A and B) would not cause any harm to neighbouring residential amenities in terms of light pollution or outlook.

#### **4. Transport and public safety**

4.1 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't an adverse impact on the highway network, the public footway and crossover points.

4.2 The proposed signage (Proposals A and B) is not considered to be harmful to either pedestrian or vehicular traffic and would unlikely introduce any undue distraction or hazard in public safety terms. The proposals therefore raise no public safety concerns.

#### **5. Recommendation**

5.1 It is therefore recommended that advertisement consent be part granted/part refused:

5.2 a) **GRANT CONSENT** for: (Proposal A) Display of 5 x non-illuminated fixed canvas awnings on Crowndale Road and Bayham Street elevations (retrospective); and

5.3 b) **REFUSE CONSENT** for: (Proposal B) Display of 1 x externally illuminated (trough-lit), double-sided, projecting sign on Crowndale Road elevation for the following reason:

5.4 The proposed externally illuminated projecting sign on Crowndale Road elevation (Proposal B), by virtue of its size, location, design, materials and illumination, would appear incongruous and out-of-keeping with the character of the host building and streetscene, and would contribute to an excessive, cumulative amount of signage on the building, resulting in visual clutter detrimental to the character and appearance of the host building, streetscene and wider Camden Town Conservation Area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.