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Camden Borough Council
Planning Department
5 Pancras Square
London
N1C 4 AG

Dear Sir, madam

**RE: THE DRAFT HOUSE 102-104 CAMDEN ROAD, LONDON NW1 9EA: CONSENT TO DISPLAY
ADVERT APPLICATION**

1.0 Introduction

1.1 Draft House Holdings Ltd have instructed Bidwells to submit a Consent to Display Advert application for new signage at its public house, The Draft House (formerly known as The Grand Union), located on Camden Road, London.

1.2 The Draft House lies within the Camden Neighbourhood Centre and the Camden Broadway Conservation Area (CBCA). The public house is not listed but is included in the Conservation Area appraisal as a building that makes a positive contribution to the streetscene.

2.0 Site and Surroundings

2.1 The Draft House public house is sited prominently on the corner of the intersection of Camden Road and Royal College Street, an area comprising a mix of commercial and residential properties.

Both streets support commercial uses on ground floor, with residential on the upper floors, creating a busy and vibrant local neighbourhood centre. The intersection is dominated by a large railway bridge which obscures the view of Camden Road beyond. The intersection is traffic dominated.

- 2.2 Camden Road runs north-east from London to Tottenham. It is a busy road with wide pavements. Contiguous with the application site and creating a terrace are numbers 94 – 98, three storey yellow stock brick buildings with linear sash windows on all floors.
- 2.3 Number 168-178, Royal College Street, opposite the application site, comprise of a terrace of three storeys buildings constructed of yellow stock brick with shallow recessed arches and traditional retail shopfronts at ground floor. The terrace is considered to make a positive impact on the streetscene.
- 2.4 The flank elevation of the application site is prominent on the western side of Royal College Street. Fronting the road, further south west, are two storey properties with retail on the ground floor, with prominent gable walls with corbels and attractive window details.
- 2.5 The application site is four storeys on the Camden Road frontage that reduces to three story on its flank elevation. The application site turns the corner onto Royal College Street, retaining the same upper floor levels and window arrangements. Once around the corner, the building reduces in height to two storeys with an ornate second-floor balcony.
- 2.6 The Victorian frontage decorated with corbels and pilasters at either end of a long curved fascia that fronts both Camden Road and Royal College Street, creates an attractive and characterful focal point at the Camden Road and Royal College Street junction.
- 2.7 The upper floors of the site are set back from the ground floor on the Royal College Street elevation. The ground floor has a traditional shopfront with arched windows. At the junction with Camden

Road and Royal College Street, full height glazed windows form the traditional shopfront. Decorative details to doors and window surrounds feature on the Camden Road elevation.

2.8 There are non-illuminated letters spelling out the name of the public house on the Royal College Street elevation together with a circular projecting sign. A small fascia sign is located on the Camden Road elevation together with a second circular projecting sign.

2.9 The following table lists the elements of the application site that contributes to the buildings character and the positive impact it makes on the streetscene.

Table 1: Elements that Contribute to the Character and Appearance of the Application Site	
<u>Camden Road</u>	
Traditional shopfront design – proportions of fascia, glazing and upstand.	
Traditional shopfront design – detail to window reveals, and door headers.	
Visual difference to lower and upper floors – capping's to window reveal and at second floor.	
<u>Royal College Street</u>	
Self-contained shopfront at ground floor level, including set back of first and second floor balcony and curved wall end.	
Arched recesses at entrance door and windows, and decorative mouldings.	
Corbels and other decorative architecture detail to window heads and second floor balcony.	
Third floor gable flank wall facing Royal College Street.	
<u>Junction of Camden Road and Royal College Street</u>	
Traditional shopfront design – proportions of fascia, full height windows and cornice detail.	
Curved front creates prominent focal point.	

2.10 The following table lists the elements that give the CBCA its character and appearance.

Table 2: Elements that Create the Distinctive Character and Appearance of Camden Broadway Conservation Area	
	Consistent architectural style
	Consistent scale, form and materials
	Historic roof lines
	Traditional shopfronts
	Boundary treatments, walls and railings
	Historic street furniture - granite kerb stones and
	Tree and open spaces

3.0 Planning Policy

- 3.1 The advertisement control system directions are set out in the Town and Country Planning (Control of Advertisements) (England) Regulation 2007. Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended) states that the determination of planning applications should be made in accordance with the Development Plan unless material considerations suggest otherwise. In this instance, the Development Plan consists of Camden Core Strategy and Camden Development Policies. The relevant policies for this application are as follows;

Camden Core Strategy (2010-2025)

- CS5 Managing the impact of growth
- CS14 Promoting high quality places and conserving our heritage

Camden Development Policies (2010-2025)

- DP24 Securing high quality design
- DP25 Conserving Camden's Heritage
- DP26 Managing the impact of development on occupier and neighbours

Other Relevant Documents

- The London Plan 2016
- Camden Planning Guidance: Policy CPG1 (Design) Chapter 8
- Camden and Broadway Conservation Area Appraisal
- National Planning Policy Framework

4.0 The Proposal

4.1 The adverts consist of:

Camden Road Elevation

- Individual aluminium, white, letters spelling out the name '*The Draft House*' that stand off the fascia board. Illuminated by soft white LEDs
- Hanging sign with traditional signwriting reading '*The Draft House*'. Illuminated by trough light fitting.

Royal College Street Elevation

- Individual aluminium, white, letters spelling out the name '*The Draft House*' that stand off the fascia board. Illuminated by soft white LEDs.
- Hanging sign with traditional signwriting reading '*The Draft House*'. Illuminated by trough light fitting.
- Menu box painted black.

High Level Ghost Sign Writing (located on gable wall facing Royal College Street

- Text reading '*Hop Music*'.

Corner of Camden Road and Royal College Street

- Traditional hand painted signwriting 'PURVEYORS OF FINE ALE ON DRAFT' located on the curved wall turning the corner at Camden Road and Royal College Street.

4.0 Assessment

4.1 The following planning issues have been associated with proposed signage:

- Impact upon the host building and visual amenity;
- Impact upon the Camden and Broadway Conservation Area
- Impact upon amenity of neighbouring properties; and,
Impact upon highway safety;

4.2 Talking each in turn.

Impact Upon the host building and visual amenity

4.3 Chapter 8 of The Camden Planning Design (July 2015) states that the most satisfactory adverts are those that take account of the character and design of the property, as well as the appearance of the surroundings and the external fabric of the building. Table 1 of this statement identifies the elements of the public house that contributes to its character and appearance. Table 3 below assesses the impact of the adverts on the host building.

Table 3: Assessment of the Impact of the Adverts on the Elements that Contribute to the Character and Appearance of the Application Site	
<u>Camden Road</u>	
Traditional shopfront design – proportions of fascia, glazing and upstand	Both fascia sign, the individual letters and traditional hand painted letter, sit comfortably within the fascia space. The traditional hand painted sign reflects the traditional style of the shopfront and will positively contribute to the streetscene.
Traditional shopfront design – detail to window reveals, and door headers	Overall the signage creates an uncluttered appearance and allows the details of the shopfront to be viewed.
Visual difference to lower and upper floors – capping's to window reveal and at second floor.	Only the hanging signs are located outside of the shopfront area at first floor level. The scale and materials of the sign do not intrude visually on the character and appearance of the upper floors.
<u>Royal College Street</u>	
Self-contained shopfront at ground floor level, including set back of first and second floor balcony and curved wall end.	Both fascia sign, the individual letters and traditional hand painted letter, sit comfortably within the fascia space. The traditional hand painted sign reflects the traditional style of the shopfront and will positively contribute to the streetscene.
Arched recesses at entrance door and windows, and decorative mouldings	Overall the signage creates an uncluttered appearance and allows the details of the shopfront to be viewed.
Corbels and other decorative architecture detail to window heads and second floor balcony.	Overall the signage creates an uncluttered appearance and allows the details of the shopfront to be viewed.
Third floor gable flank wall facing Royal College Street	The style and scale of the ghost writing on the third floor is not visually intrusive. The
<u>Junction of Camden Road and Royal College Street</u>	
Traditional shopfront design – proportions of fascia, full height windows and cornice detail	The traditional hand painted sign sits comfortably within the fascia panel and reflects the traditional style of the shopfront. The sign will positively contribute to the streetscene.
Curved front creates prominent focal point	The scale and style of the signage positive enhancing this focal point.

- 4.4 The proposed signage preserves those features that contribute to the character and appearance of the building. The scale, style and materials of the adverts create uncluttered elevations that positively impact the existing building.

Impact upon the Camden Broadway Conservation Area. (CBCA)

- 4.5 The Planning (Listed Buildings and Conservation Areas) Act 1990 states that special regard is to be taken when assessing developments within Conservation Areas. Developments should preserve or enhance the Conservation Area. Table of this statement identifies the elements that contribute to the character and appearance of the CBCA. Table 4 below assesses the impact of the adverts on the CBCA.

Table 4: Assessment of the Impact of the Proposed Adverts on the Character and Appearance of Camden Broadway Conservation Area		
<u>Element</u>	<u>Impact</u>	<u>Preserves/enhances CA</u>
Consistent architectural style/streetscene	The proposed adverts positively impact the host building and both Camden Road and Royal College Street, streetscene.	Enhances
Consistent scale, form and materials	The scale of the adverts is appropriate for the location.	Preserves
Historic roof lines	No impact	Preserves
Traditional shopfronts	The proposed adverts retain the traditional elements of the shopfront and enhances the appearance of the host building.	Enhances
Boundary treatments, walls and railings	No impact	Preserves
Historic street furniture, e.g. granite kerb stones	No impact	Preserves
Tree and open spaces	No impact	Preserves

Impact Upon the Amenity of Neighbouring Properties

- 4.6 Illumination of the fascia signs are localised to the letters. The trough illumination to the hanging sign will direct illumination downwards. The proposed signage will preserve the existing amenity of neighbouring occupiers.

Impact upon Highway Safety

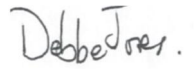
- 4.7 The location of the proposed sign preserves highway safety.

5.0 Conclusion

- 5.1 The Grand Union public house lies on the busy and vibrant junction of Camden Road and Royal College Street in Camden. The site lies within the CBCA. The building is listed as making a positive contribution to the streetscene in the CBCA.
- 5.2 The simple design of the adverts creates uncluttered elevations to both the Camden Road and the Royal College Street frontages, that both make a positive impact on the streetscenes. The high level '*ghost writing*' advert is an appropriate style of advert for a public house located in the busy Camden Neighbourhood Centre.
- 5.3 The adverts will enhance the CBCA.
- 5.4 The proposed signs will preserve the existing amenity of neighbouring residential properties and will maintain a safe highway for pedestrian use.

The proposed adverts comply with local and national planning policies. The applicant respectfully requests that the Council consent to display the adverts subject of this application.

Your sincerely



Debbie Jones
Associate Planner

Bidwells LLP