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Planning and Design

Planning and Heritage Statement

Koko (Camden Palace)
1A Camden High Street, London, NW1 7JE

on behalf of
Obar Camden Ltd / The Hope Lease Limited

10/10/2018
Job Ref: 3181

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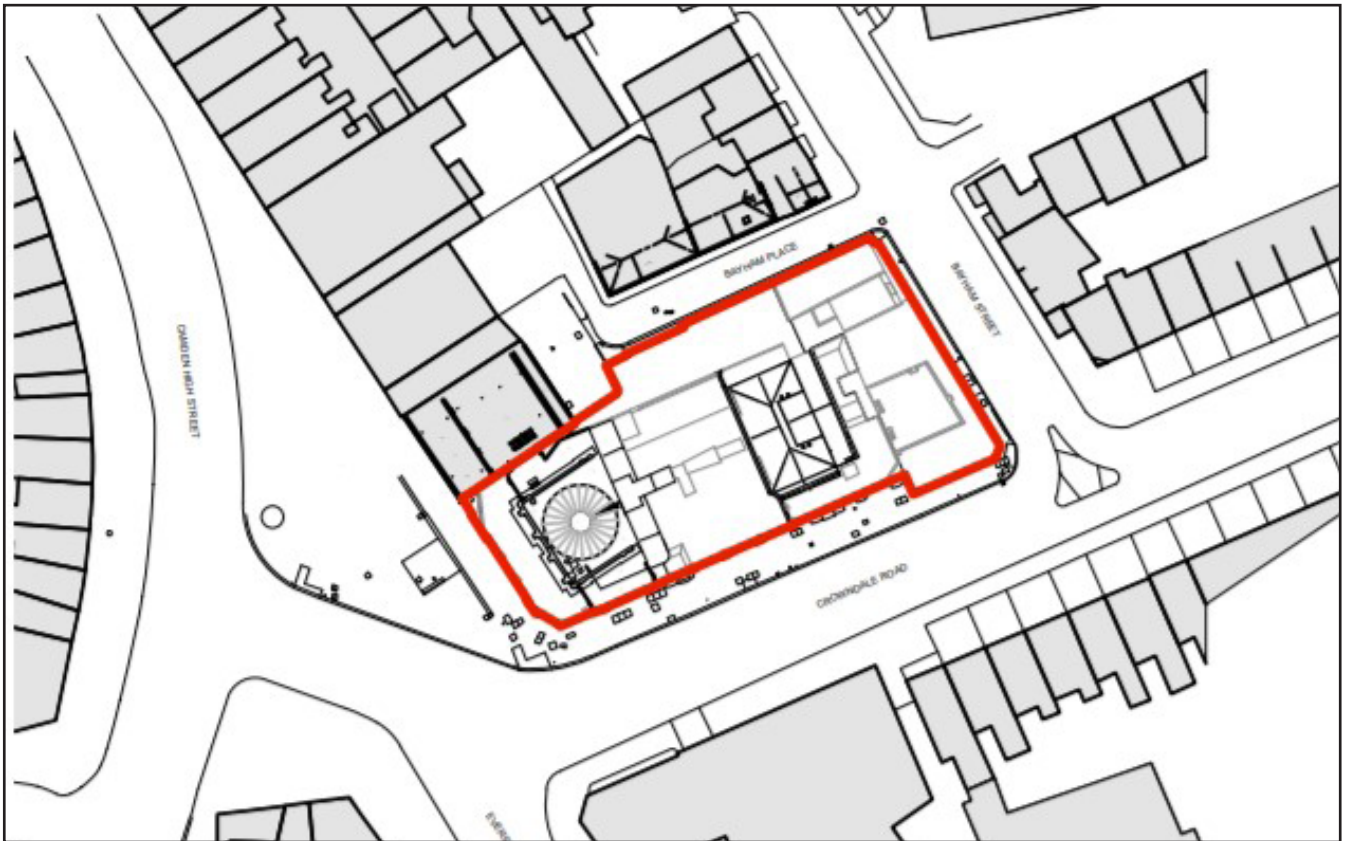
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Table of Contents

1.0	Introduction
2.0	Site Context
3.0	Planning History
4.0	Proposed Scheme
5.0	Planning Policy Framework
6.0	Scheme Assessment
7.0	Conclusion



Site Location Plan

1.0 Introduction

- 1.1 On behalf of Obar Camden Ltd / The Hope Lease Limited, Metropolis Planning and Design have been instructed to submit this application for advertisement consent at 1A Camden High Street, London NW1 7JE.

"Display of a temporary scaffold shroud with replica of building façade and inset illuminated advertisement panel of 10.00m by 12.00m to front façade (Camden High Street) elevation."

- 1.2 This application follows the approval of planning application Ref: 2017/6070/L for the extension, refurbishment and restoration of Koko, Camden Palace.
- 1.3 The scaffolding will be erected in connection with external building works and repairs to the buildings facade, associated with the above permission.
- 1.4 This application seeks advertisement consent for an illuminated scaffold shroud for a temporary period while works are undertaken. It is anticipated that the construction programme will extend to the end of 2019 and the scaffold and shroud will remain in place for the duration of works.
- 1.5 Koko is a Grade II listed building, and as such, this proposal is accompanied by an application for listed building consent.



Site as Existing

2.0 Site Context

- 2.1 The application site comprises 1A Camden High Street, which is situated on the corner Crowndale Road and Camden High Street, opposite the junction with Eversholt Street. Present uses include night club and music venue.
- 2.2 The application site lies within Camden Town Centre and also falls within the Camden Town Conservation Area. The site is located within Regents Park Ward.
- 2.3 The area is characterised by a variety of building sizes and uses, including a mix of uses (business, retail and residential) in buildings of varying scale up to six storeys.
- 2.4 The Koko building (also referred to as Camden Palace Theatre), is Grade II Listed and was completed in 1900 by WGR Sprague who was a prominent theatre architect in London at the time.
- 2.5 Koko is recognised as an important historical and cultural asset for Camden Town, London and the global music economy. Since it's opening, the venue has drawn people from throughout the UK, Europe and further afield making it a very important cultural attraction that contributes significantly to London's diversity and economy.
- 2.6 The approved development proposals will facilitate extension, external and internal refurbishment of the grade II listed building. The scheme involves the refurbishment of many historic features, including the cupola above the dome on the main façade fronting Camden High Street. The extensive proposals also include a 44 bedroom boutique hotel, a sky lobby, bars, restaurant and a recording studio.
- 2.7 The erection of scaffolding in conjunction with refurbishment works often results in an unsightly additions to the streetscene for the duration of the works. In many cases the visual impact of scaffolding is further exacerbated by health and safety requirements for debris shrouds, crash decks and screens, which are usually provided by the contractor and transferred from site to site. This sheeting obscures the building, is of varying quality and does not fall under any practical planning control, thereby placing the responsibility with a contractor.

3.0 Planning History

3.1 The extension, refurbishment and restoration works associated with this application has been approved under application consent Ref: 2017/6070/L for the following:

3.2 *"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 (facade retained) and 74 Crowndale Road (facades retained), including enlargement of basement and sub-basement, mansard roof extension to 74 Crowndale Road, creation of terraces at 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."* Approved 02 May 2018.

3.3 It is the intention of the site owners to implement this permission.

Relevant London Borough of Camden Advertisement Applications

3.4 There are a number of similar applications that have been granted for scaffold shroud proposals by London Borough of Camden in recent years and these are considered relevant to this application.

Ref: 2013/5984/A 174 Camden High Street London NW1 0NE

Temporary display of 2x externally illuminated PVC shrouds on Camden High Street and Bayham Street elevations for a period of 8 months.

Granted 24/10/2013

Re: 2013/4580/A 2 Camden Eye Kentish Town Road London NW1 9NX

Temporary display of externally illuminated advertising banner incorporating s coloured 1:1 replica image

3.0 Planning History

to front elevation of pub for the duration of 8 months (Class A5).

Granted 20/09/2013

Ref: 2010/1299/A 11-13 Camden High Street, London, NW1 7JE

Display of externally illuminated scaffold shroud with advertising.

Granted 27/04/2010

Ref: 2014/1002/A Oxford Arms PH 265 Camden High Street Camden London NW1 7BU

Display of temporary non-illuminated scaffold shroud advertisement.

Granted 14/04/2014

Ref: 2016/4909/A 187 Camden High Street London NW1 7JY

Temporary display of a non-illuminated shroud with 1:1 image of existing building and advertisement from 26/10/2016 to 18/12/2016.

Granted 28/10/2016

Ref: 2018/1062/A 1-6 Chalk Farm Road London NW1 8AA

Temporary display of a non-illuminated shroud over the entire building with 1:1 image of building and non-illuminated advertisement to front elevation until 31/03/2019.

Granted 01/06/2018

3.5 Images of the granted advertisement consents and location plan can be found

3.0 Planning History

as Appendix 1.

- 3.6 The Council have consistently acknowledged the benefits of scaffold shrouds containing an element of commercial advertising on similar proposals in the local area. Relevant extracts of these assessments have been referenced in Section 6 of this statement.
- 3.7 This pro-active approach is reflected in the recently published Camden Planning Guidance Advertisements 2018, referred to in the planning policy section of this statement.

4.0 Proposed Scheme

- 4.1 This proposed scheme is for an illuminated scaffold shroud, with a 1:1 replica image of the building and centrally located externally illuminated advertising panel. The shroud will be erected for a period commensurate with the duration of construction works - circa 12 months during the period that the refurbishment and restoration works takes place.
- 4.2 This proposal will screen unsightly views of the building works by wrapping the scaffolding with a PVC mesh and meet health and safety obligations during construction.
- 4.3 The proposed advertisement panel will be centrally located in the front facade and measure 10.00m x 12.00m.
- 4.4 The advertisement display area will be illuminated by light fittings on the exterior of the scaffold shroud. The level of illumination shall not exceed 300 cd/sqm at night time which is in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 (2015).
- 4.5 The advertisement panel will be in accordance with Camden Advertisement Guidance and will be a single panel and not fragmented.

5.0 Planning Policy Framework

- 5.1 Consideration has been given to the Council's Local Plan and National Planning Policy Framework (NPPF), and the provisions of the Advertisement Regulations 2007.
- 5.2 Paragraph 132 of the NPPF states that "*...A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*"
- 5.3 Paragraph 005 of the National Planning Practice Guidance (NPPG) states that sites '*... which have scaffolding or netting around them may be considered suitable as temporary sites for shroud advertisements or large 'wrap' advertisements covering the face, or part of the face, of the building*'.

Camden Local Plan 2017

- 5.4 Camden Local Plan's Policies Map June 2018 identifies the following designations:
- Camden Town Conservation Area
 - Camden Town Centre
 - Protected Secondary Frontage

Policy D4 Advertisements

The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

We will support advertisements that:

- preserve the character and amenity of the area; and*
- preserve or enhance heritage assets and conservation areas.*

- 5.5 This proposal will be in place while renovation works to enhance this listed building take place.
- 5.6 In the supporting text of Policy D4, under Heritage and Conservation

5.0 Planning Policy Framework

considerations, it states:

7.83 Advertisements in conservation areas and on or near listed buildings require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

Camden Development Management Document 2010

DM25 Conserving Camden's Heritage

"Conservation Areas

In order to maintain the character of Camden's conservation areas, the Council will:

- a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;*
- b) only permit development within conservation areas that preserves and enhances the character and appearance of the area;*
- c) prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention;*
- d) not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area; and*
- e) preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden's architectural heritage.*

Listed buildings

To preserve or enhance the borough's listed buildings, the Council will:

- e) prevent the total or substantial demolition of a listed building unless exceptional circumstances are shown that outweigh the case for retention;*

5.0 Planning Policy Framework

- f) only grant consent for a change of use or alterations and extensions to a listed building where it considers this would not cause harm to the special interest of the building; and*
- g) not permit development that it considers would cause harm to the setting of a listed building."*

- 5.7 The proposal does not cause harm to the listed building, but attempts to temporarily reflect the building's facade during associated works.

Camden Planning Guidance Advertisements March 2018

- 5.8 This recently published guidance provides a detailed context for the assessment of this application.

"1.25 Conservation areas and listed buildings are particularly sensitive to shroud advertisements as they can appear overwhelming, and disrupt the appearance of a high quality built environment. Therefore, given the scale and size of shroud advertisements these types of advertisement proposals will only be considered acceptable primarily in commercial areas and only where they screen buildings under construction, alteration or refurbishment. If considered acceptable they will be allowed for a temporary period and should be removed on completion of the works should they be sooner than the approved period. Longer consents will require additional advertisement consent.

1.26 Shrouds on scaffolding (erected for the purposes of carrying out building works and removed upon completion), will only be permitted where the:

- scaffolding covers the entire elevation of the building and the netting on the scaffolding depicts a true 1:1 image of the completed building which is undergoing construction work;*
- shroud does not exceed the height and length of the completed building (the 1:1 image should also not be extended where scaffolding stretches around a corner); and the*
- advertisement on the shroud covers no more than 20% of the shroud on each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. Where shroud and banner advertisements are considered acceptable*

5.0 Planning Policy Framework

on listed buildings or in conservation areas, the advertisement on the shroud should not cover more than 10% of the shroud on each elevation and is not fragmented. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it."

- 5.9 The application site is within a Conservation Area and is Grade II listed. This proposal is considered acceptable given its location in a busy and commercial area of Camden, which carries high levels of traffic and pedestrians. It is also located within close proximity of Mornington Crescent Underground Station. As such, the scaffolding shroud and size of advertisement proposed is in line with guidance laid out by Camden this year and is considered policy compliant in this regards.

What advertisements and signs are acceptable?

"1.7 Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the host building as little as possible. Advertisements will not be considered acceptable where they adversely impact upon amenity and public safety."

- 5.10 This proposal is considered acceptable in terms of its relationship with its host building, its relationship with the surrounding area and impact upon amenity and public safety.



Site as Proposed

6.0 Scheme Assessment

Impact on Listed Building

- 6.1 Policy DP25 seeks to conserve Camden's Heritage. This application seeks to limit the impact of the implementation of an approved development on the character and appearance of the immediate area.
- 6.2 The shroud proposed will extend to cover all facades of the building and will include a replica of the building's appearance. The advertisement element of the proposal is centrally located in the front facade in a location which will allow the form of the building, its columns, pilasters and ornate details to be read from the public realm.
- 6.3 The extent of the advertisement is considered subservient to the overall size of the shroud and the facade of the building and will be sited for a temporary period while works take place.

Impact on Highway and Public Safety

- 6.4 The application site lies on the corner of Camden High Street and Crowndale Road.
- 6.5 The advertisement is fixed and will not change or feature any form of motion.
- 6.6 The proposed display would be externally illuminated in accordance with the ILE Guidance "The brightness of illuminated advertisements" 2015 for displays above 10 sqm in an urban environment.
- 6.7 The area immediately in front of the proposed advertisement is the entrance to the application site and as such there is a substantial widening of the pavement.
- 6.8 A previous application for similar advertisement consent at 174 Camden High Street, (ref: 2013/5984/A) was approved in 2013. This site also has a substantial widening of pavement surrounding the building and is subject to the same levels of traffic (being situated on the same road as this application). In the delegated report, the officer stated *"the location of the advert is not considered harmful to either pedestrian or vehicle traffic"*.

6.0 Scheme Assessment

- 6.9 As a result of the existing location, the nature of the advertisement proposed and presence of traffic signals, the application proposal will not have any impact on highway safety in accordance with paragraph 132 of the NPPF.
- 6.10 On this basis, the proposed display is suitably positioned and located to avoid any distractions to motorists therefore safeguarding public and cyclist safety.

Impact on Visual Amenity

- 6.11 The application site is a Grade II listed building being refurbished and extended. The shroud is a necessity during construction, and will be temporary.
- 6.12 The building is an iconic and established, visual landmark in Camden, owing to the buildings distinctive architectural features and historical use. Whilst the associated renovation works take place, the building will require scaffolding covering the front of the building (and it's distinctive features).
- 6.13 The context of the display is for an illuminated vinyl scaffold shroud and advertisement. For the avoidance of doubt, there will be no moving images or LED display.
- 6.14 The application site is located in an urban area characterised by main roads and a diverse range of buildings in terms of scale, age and use. In this vibrant context, the temporary shroud is not considered to adversely affect amenity.
- 6.15 Shroud and 'wrap' advertisements are detailed in Paragraph 005 of the National Planning Practice Guidance (NPPG) which states that sites '... which have scaffolding or netting around them may be considered suitable as temporary sites for shroud advertisements or large 'wrap' advertisements covering the face, or part of the face, of the building'. In order to implement the renovation works the building will need to be scaffolded and covered in a debris shroud in line with statutory health and safety requirements.
- 6.16 To reduce the impact of the development on the amenity of the area the proposal will wrap the scaffolding with a high quality image of the existing building. The size and positioning of the proposed inset advertisements have been carefully designed and considered in relation to the building and the features of the facade that will be replicated on the shroud.

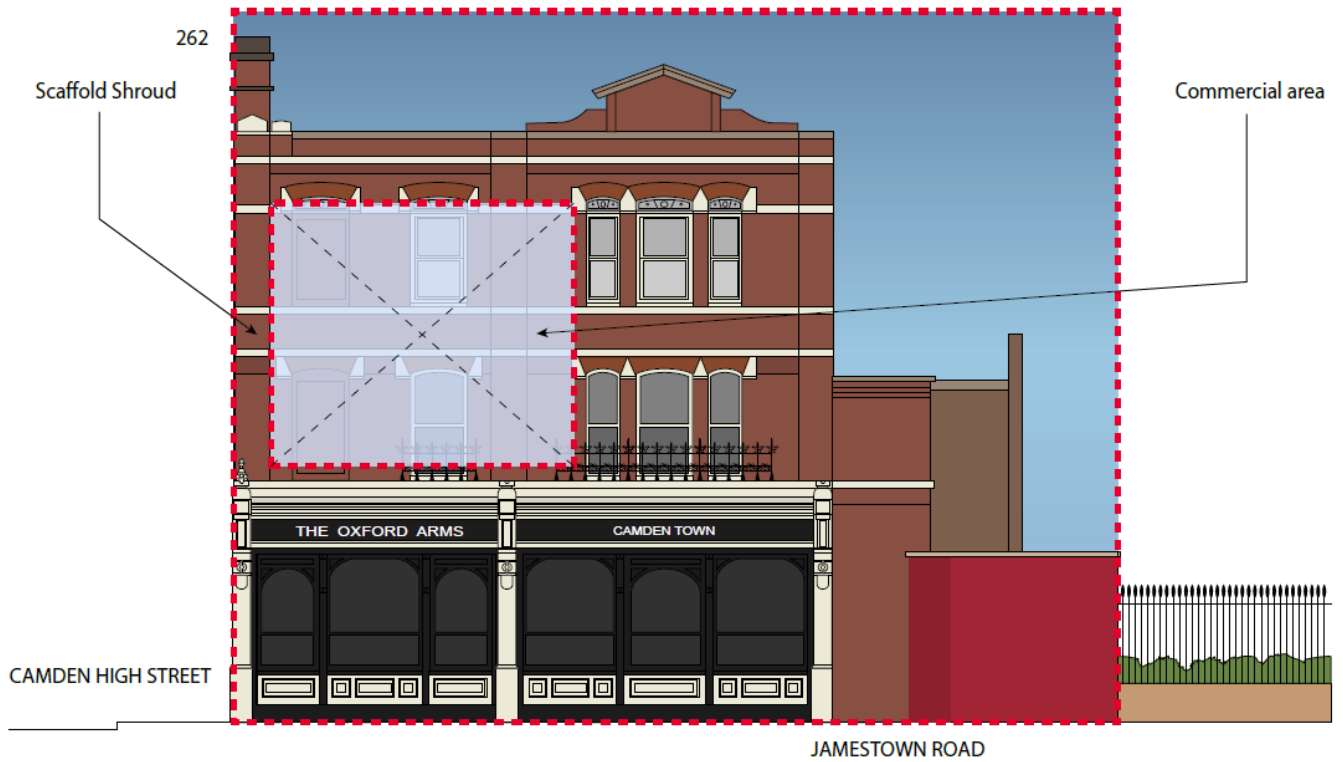
6.0 Scheme Assessment

- 6.17 The proposed 1:1 section of the banner will wrap around the front facade of the building and have a positive impact on the streetscene, representing a high quality alternative to what is often poorly presented plastic sheeting or netting.
- 6.18 The application site is situated on the corner of Camden High Street and Crowndale Road. Both sides of the building will be covered with a 1:1 replica shroud whilst works are undertaken. The scale of the commercial advertisement panel is considered acceptable in the context of the scale of the scaffold shroud to which it will be fixed.
- 6.19 In other examples where advertisement panels in conjunction with scaffold shrouds have been approved by the Borough Council, these have been of similar positioning and size. These examples are referenced in Section 3 of this statement, two of which are also situated on Camden High Street.
- 6.20 The proposed scheme in terms of its size, design, materials, illumination, location, structure and its positive contribution to the character of the area is considered to fully comply with Policy D4.

7.0 Conclusion

- 7.1 This proposal is for the temporary display of scaffold shroud to the front of the Koko building with replica of the building's facade and inset illuminated advertisement panel.
- 7.2 The proposal, in terms of its scale and context is appropriate to it's surroundings and is considered acceptable in terms of highways and public safety.
- 7.3 It is apparent that this application proposal meets both local and national policy considerations. In such a vibrant location, the proposal would benefit the developing site whilst works carried out.
- 7.4 It is for these reasons we respectfully request this application be granted advertisement consent.

Appendix 1 - Camden Advertisement Consent



Ref 2014/1002/A Oxford Arms, 265 Camden High Street, NW1 7BU

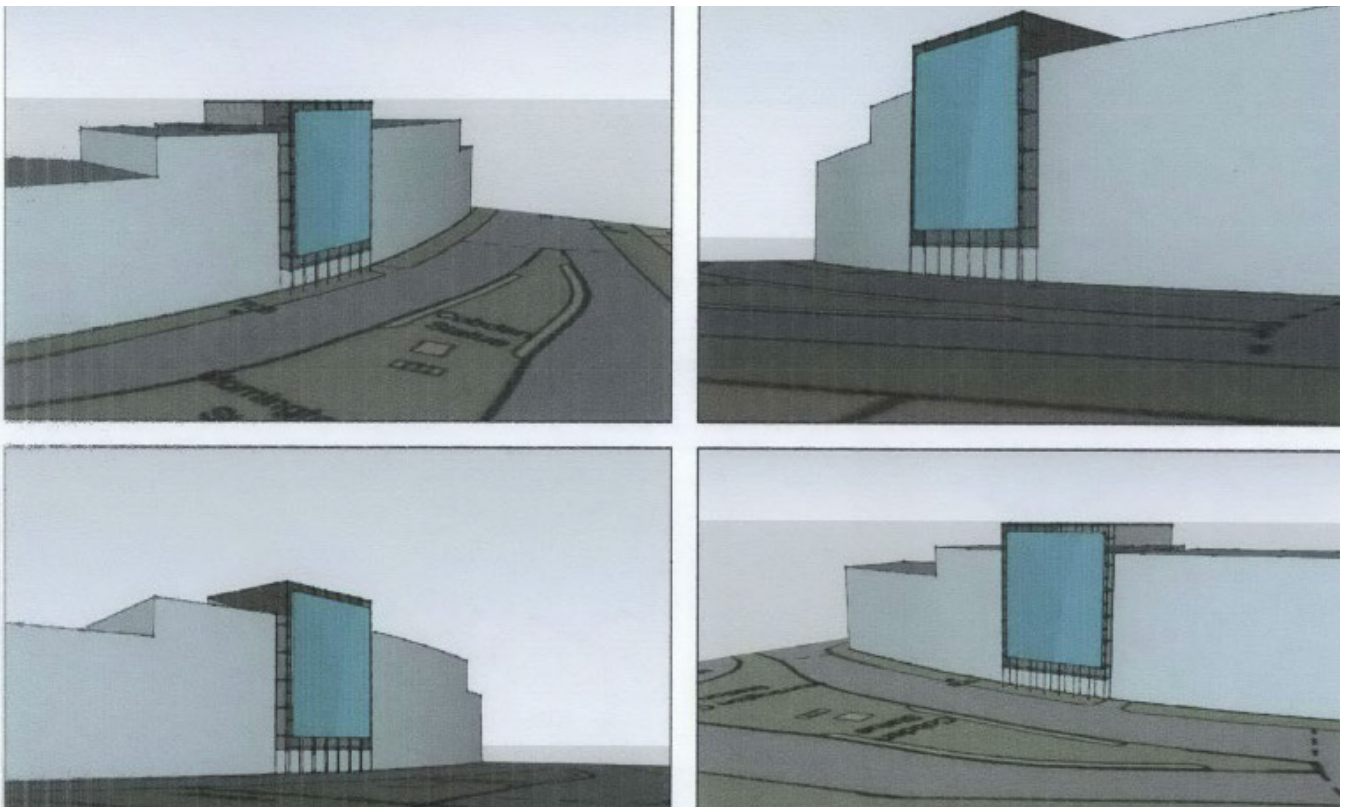


Ref: 2016/4909/A187 Camden High Street, NW1 7BU

Appendix 1 - Camden Advertisement Consent

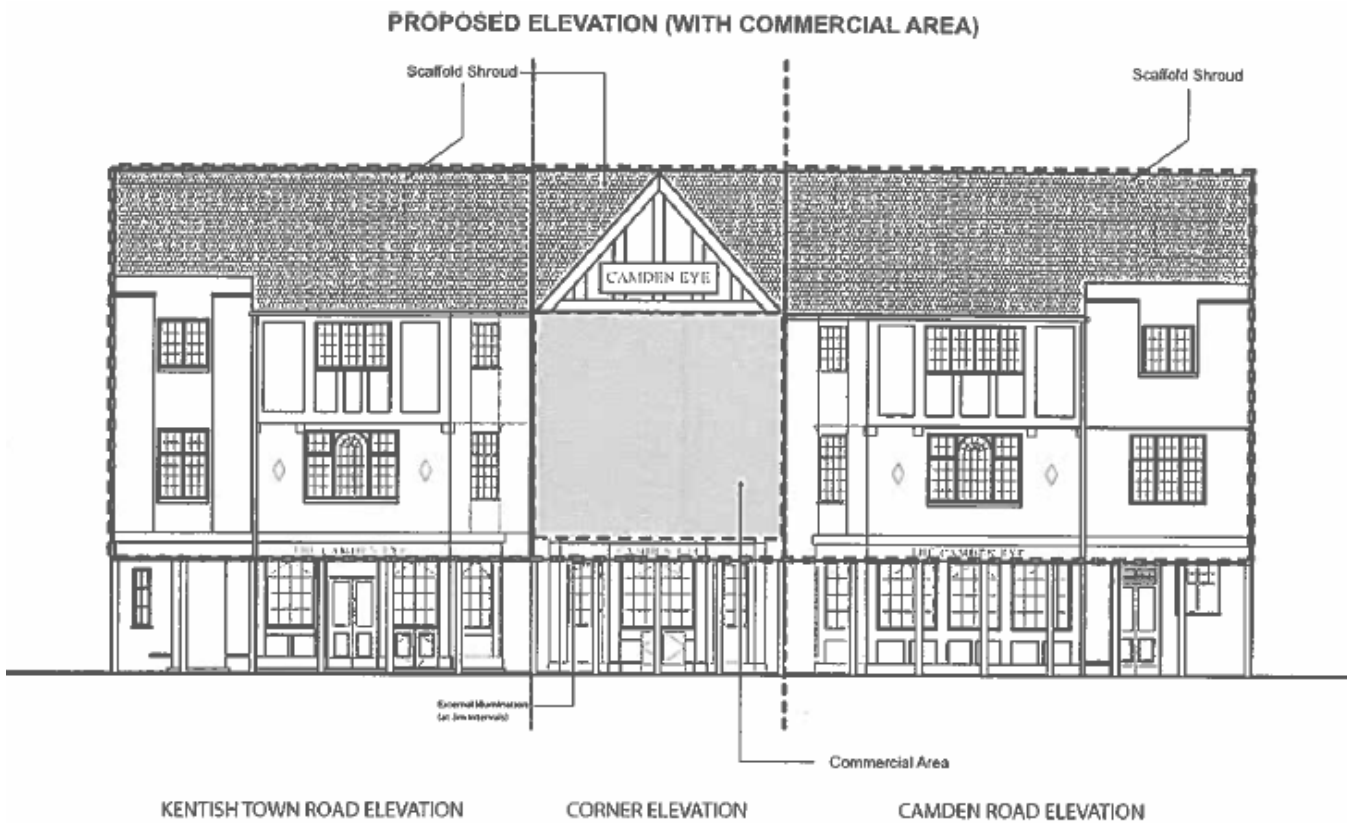


Ref 2013/5984/A 174 Camden High Street, NW1 0NE



Ref 2010/1299/A 11-13 Camden High Street, NW1 7JE

Appendix 1 - Camden Advertisement Consent



Ref 2013/4580/A 2 Camden Eye, Kentish Town Road, NW1 9NX



Ref: 2018/1062/A 1-6 Chalk Farm, NW1 8AA