

Our Ref: 19019/MS/sik  
Your Ref: PP-07547707  
Email: [mshearman@firstplan.co.uk](mailto:mshearman@firstplan.co.uk)  
Date: 04 January 2019

Planning and Building Development  
5 Pancras Square  
London  
N1C 4AG

Dear Sir/Madam,

**ADVERTISEMENT APPLICATION FOR TWO NO. ILLUMINATED PROJECTING SIGNS  
(RETROSPECTIVE) AT 113 BAYHAM STREET, NW1 0AG**

We are instructed by our client, BrewDog Retail Limited, to submit the above application via planning portal (ref: PP-07547707) for the display of advertisements at the above premises. This is a retrospective planning application following from dialogue with the Planning Enforcement Department in December of 2018. According with national and local validation requirements, the application comprises of the following documents:

- Completed Full Planning Application Forms;
- Site Location Plan (licence number 100047514); and
- Location, Site and Floor Plan as proposed (drawing 2539-P-L01);
- Elevations and Signage Details (drawing 2539-P-L02).

The requisite planning fee of £132 has been paid online.

**Site Description**

The subject site relates to a three-storey corner building situated at no. 113 Bayham Street. Brewdog occupy the ground and basement levels of the unit with residential uses located above.

The building is not listed, but makes a positive contribution to the Camden Town Conservation Area as an attractive Victorian building. The proposals relate to retrospective planning permission for 2 no. projecting signs that are located on the Bayham Street and Greenland Street elevations.

**Relevant Planning History**

The relevant planning permission for the site in relation to this application is set out below.

- **Application ref. CA\_19\_A:** Advertisement consent was granted for internally illuminated box signs, cube sign and projecting sign on the building in 1971.
- **Application ref. 2011/3056/P:** Permission was granted for the change of use of basement and ground floor from restaurant (Class A3) to drinking establishment (Class A4).

- **Application ref. 2014/1501/P:** Permission was refused for the installation of external shelves to front elevations.

## **Application Proposals**

Brewdog Retail Limited first occupied the unit in late 2011. Since this time, they have enhanced the character and appearance of the established premises through the carrying out of alterations that included a comprehensive internal fit-out, together with minor external alterations. This application seeks retrospective planning permission for 2 no. projecting signs that were erected on the building. These are typical of Brewdog Retail Ltd's brand and detailed as follows:

- 2 no. logo projecting signs;
  - 700mm x 600mm x 150mm;
  - Internally illuminated (90 ca/m<sup>2</sup>).

## **Planning Policy**

The statutory Development Plan for the site comprises Camden's Local Plan 2017 and the associated interactive policies map. The interactive policy map indicates that the site is located within the Camden Town Conservation Area. Within the Local Plan, there are several policies which relate directly to the proposals. Although not exhaustive, the most relevant are listed below.

**Policy D1** relates to high quality design in all new proposals. Design should respond to their local context and ensure an attractive frontage.

**Policy D2** aims to preserve and enhance Camden's heritage assets. In particular, in Conservation Areas developments must preserve and, where possible, enhance the character and appearance of the area.

**Policy D3** seeks a high standard of design in all shopfronts, where an original shopfront of architectural or historic value survives, there will be a presumption in favour of its retention.

**Policy D4** on advertisements requests that new signage both preserves and enhances 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.

Within the Camden Town Conservation Area Appraisal and Management Strategy it notes that the building is a 'Positive Building' which makes a positive contribution to the townscape. Specific to advertising, the Strategy notes that illuminated signage will usually require planning consent. A proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area.

## **Planning Considerations and Conclusion**

The planning considerations arising from the proposals are the impact on the Camden Town Conservation Area and the impact on any surrounding amenities. These are considered below.

The current proposals are retrospective and relate to 2 no. projecting Brewdog logo signs located on the Bayham and Greenland Street elevations of the unit. The building is not listed; however, it is noted as making a positive contribution to the surrounding Conservation Area. As stated in the Conservation Area's Strategy, a proliferation of signage could harm the Conservation Area. As the host building occupies a corner site, the signs, each located on different elevations at fascia height, do not represent a proliferation of signs on the building or the neighbouring area.

In terms of design, the projecting signs are unobtrusive and do not detract from the host building or the surrounding Conservation Area. The pictorial sign is minimal in nature with Brewdog's logo represented on a blue background representing a well-designed modern sign. The current proposals are therefore in accordance with policy and achieve a high-level design.

In relation to surrounding amenity, it is noted that advertisements should not be unduly dominant in the street scene or cause light pollution. The illumination on the current projecting signs is discrete, set to a static 90 ca/m<sup>2</sup>. This low level of illuminance is sympathetic to the amenity of the surrounding residential uses, particularly those located above the unit.

It is considered, therefore, that there will be no adverse impact from the application proposals on either the host building or the wider context. There will be no impact on amenity or any other detrimental effects. The advertisement proposals are considered modest in scale and nature and are entirely necessary to draw patrons to the establishment, particularly from Camden High Street. They should therefore be supported.

I therefore trust that you have sufficient information in order to validate and approve the application, however, should you have any queries then please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in dark ink, appearing to read 'Mark Shearman', written in a cursive style.

MARK SHEARMAN

Director

Enc.