



Our Ref:
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Date:

03 June 2019

FIRSTPLAN

Planning and Building Development
5 Pancras Square
London
N1C 4AG

Dear Sir/Madam,

ADVERTISEMENT APPLICATION FOR TWO NO. INTERNALLY 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-07904815) for the display of advertisements at the above premises. This is a retrospective planning application following from dialogue with the Planning Enforcement Department in June 2019. According with national and local validation requirements, the application comprises of the following documents:

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

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 a retrospective planning application for 2 no. internally illuminated 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 ref. 2019/0232/A:** Advertisement consent was granted for the replacement of internally illuminated projecting signs with two externally illuminated projecting signs in April 2019.

A brief planning search within the Conservation Area demonstrates that the Council have permitted internally illuminated signs elsewhere including those listed below:

- **Application ref. 2016/0808/A:** Permission was granted at 189-191 Camden High Street for shop front alterations including the erection of internally illuminated fascia and two projecting signs.
- **Application ref. 2016/5821/A:** Advert consent was granted for two internally illuminated lettering fascia signs and two internally illuminated projecting signs.
- **Application ref. 2013/0839/A:** Advert consent was granted at 140 Camden High Street for the display of three internally illuminated fascia signs, two internally illuminated projecting signs and an internally illuminated roundel, all to existing shopfront (Class A2).

The above examples include two buildings that are noted as 'focal points' within the Conservation Area and demonstrate that the Council have found that the installation of well designed, internally illuminated projecting signs within the Conservation Area is acceptable.

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 comes after the decision to approve application ref. 2019/0232/A, which allowed for a revised scheme on the site which included a variation in the projecting signs from internal illumination to external illumination, with slimmer profiles. On further consideration however, the applicant feels that the existing signage is appropriate for the site and the surrounding area and hence this current application has been brought forward. The projecting signs are detailed as follows:

- 1 no. logo projecting sign (Bayham Street);
 - 700mm x 600mm x 150mm;
 - Internally illuminated (90 ca/m²).
- 1 no. logo projecting sign (Greenland Street);
 - 700mm x 600mm x 150mm;
 - Internally illuminated (90 ca/m²).

A photo of the projecting sign is outlined below:



Image 1: Projecting sign on Greenland Street

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.

In January of this year the proposed scheme was applied for under application ref. 2019/0232/A. After discussion with the Council's planning department revisions were made to make the projecting signage slimmer and internally illuminated which was approved in April. On further consideration and review of planning history in the surrounding area however, the applicant does not believe that the scheme should have been revised for reasons outlined below.

The current proposals relate to two matching 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.

As outlined in the Planning History section, the Council have permitted similar schemes for internally illuminated projecting signs on designated positive buildings within the Conservation Area, indeed two examples are also designated as focal points within the Area. In terms of design, these applications relate to schemes similar to Brewdogs current proposal.

The proposals represent unobtrusive, well-designed signs that 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 blue background representing a contemporary, yet complementary signage. It is also worth noting that when

the current scheme was brought forward under application ref. 2019/0232/A, the Camden Town Conservation Area Advisory Committee had no objection;

"I would be grateful if you could note that we do not have any objections to the signage installed."

Concerns were raised in relation to changes to the mansard roof of the building, however, the applicant is not the landlord of the building and these works are outside of their control. No other comments were made on the application.

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/m². 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 were supported by the Camden Town Conservation Area Advisory Committee and similar schemes have been supported by the Council in the surrounding area. 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,



SINÉAD KELLY
Assistant Planner
Enc.