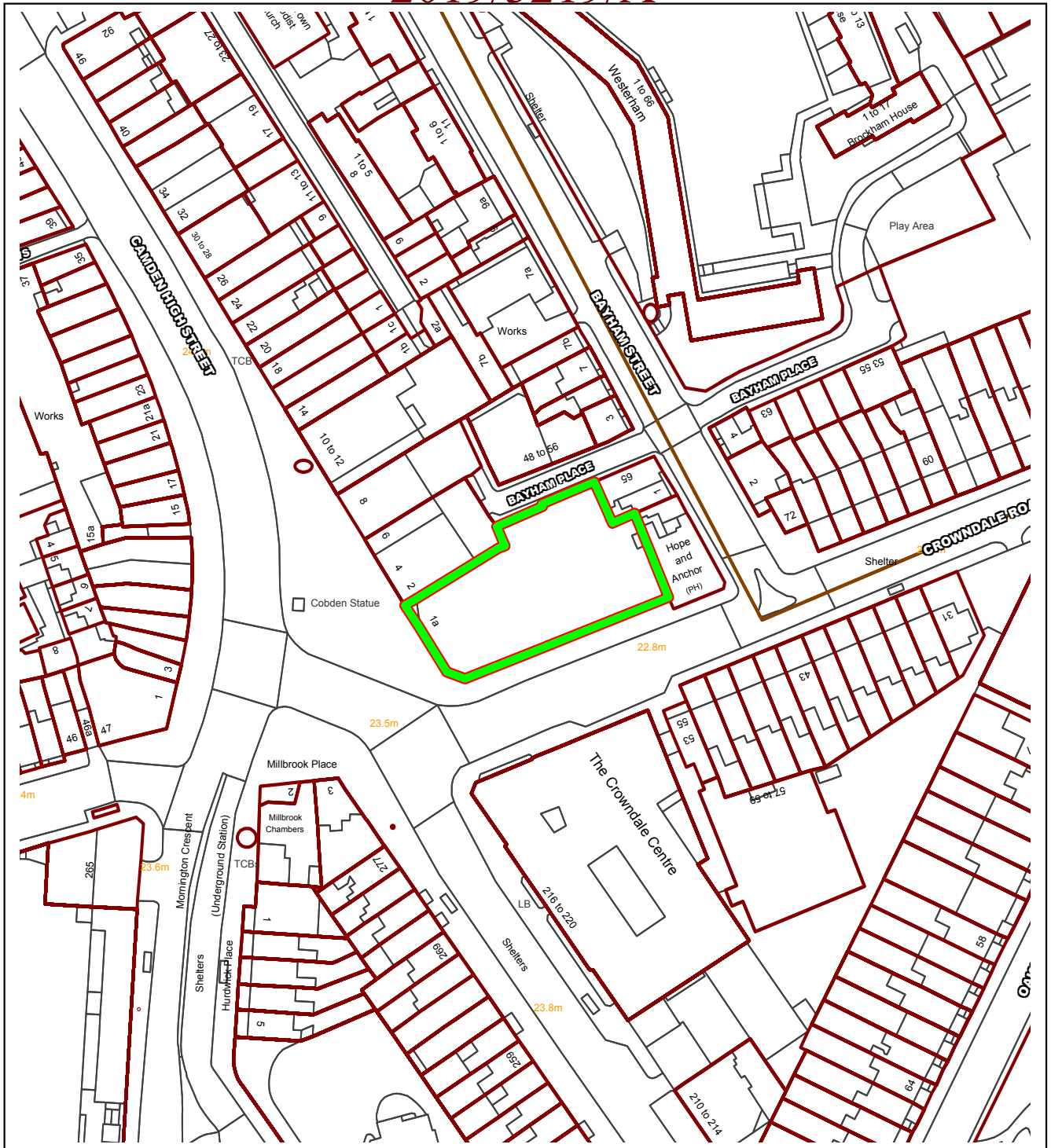


# Koko, 1A Camden High Street - 2019/3219/A



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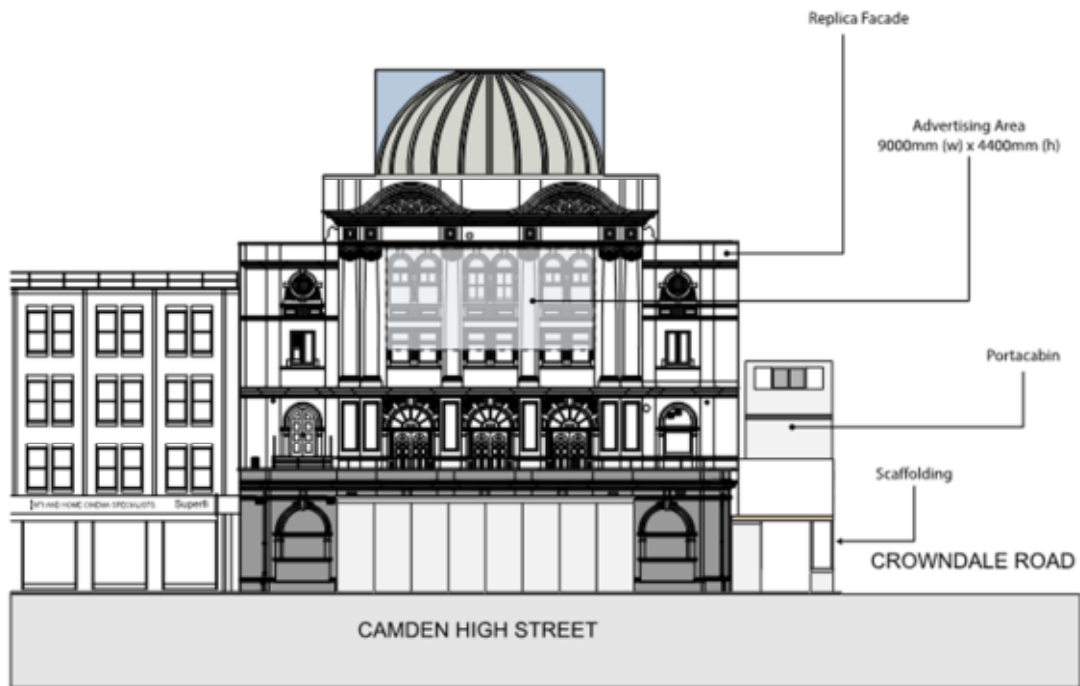
Site photos



1. Existing view of scaffolding



2. Proposed view of scaffold shroud with advertisement



3. As proposed Camden High Street elevation



4. Photo montage of scaffold shroud with advertisement refused 30/01/2019 ( ref: 2018/5200/A) - included for comparison

<b>Delegated Report (Members Briefing)</b>		<b>Analysis sheet</b> N/A	<b>Expiry Date:</b> <b>Consultation Expiry Date:</b>	<b>16/08/2019</b> N/A
<b>Officer</b> David Peres Da Costa		<b>Application Number(s)</b> 2019/3219/A		
<b>Application Address</b> Koko 1A Camden High Street London NW1 7JE		<b>Drawing Numbers</b> Refer to 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(s)</b>				
Temporary display of scaffold shroud (with replica of building façade) to front and side elevation including non-illuminated advertisement panel 9m x 4.4m to front elevation for a period of 12 months.				
<b>Recommendation(s):</b>	Grant conditional advertisement consent			
<b>Application Type:</b>	Advertisement consent			

<b>Conditions or Reasons for Refusal:</b>	<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>						
<b>Consultations</b>						
<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
<b>Summary of consultation responses:</b>	There is no statutory requirement to consult on advertisement consent applications.					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	<p><b>Camden Town CAAC – Object</b></p> <p>Developers should be prevented from exploiting the fact that they have temporary hoarding on a building as it is to the detriment of the streetscape. Fire safety is also exceptionally important.</p> <p><i>Officer’s comment: The proposed shroud advertisement would accord with the guidance included in CPG - Advertisements as it would be located in a commercial area (Camden Town ‘Town Centre’) and Koko is currently undergoing alteration and refurbishment following planning permission dated 02/05/2018 (planning ref: 2017/6058/P). The size of the advertisement would be proportionate to the Camden High Street elevation and would not be detrimental to the conservation area or the significance of the listed building.</i></p> <p><i>While fire safety is acknowledged to be important, Fire Statements are only required for major developments. It would therefore be inappropriate to require a Fire Statement for a shroud advertisement such as this. It is also noted that fire safety is a matter dealt with under the separate regulatory framework of Building Regulations. The shroud advertisement would need to comply with any Building Regulations requirements that apply.</i></p>					

## Site Description

The site is an early 20<sup>th</sup> century 4-main storey building located at the south end of Camden High Street on the corner with Crowndale Road. The building was originally built as a theatre but is now a music venue. The ornate façade is symmetrical in Baroque pastiche style with a stucco frontage and a large copper dome. The upper floors are set back from the foyer entrance elevation.

The building is Grade II listed and is located within Camden Town Conservation Area.

## Relevant History

Koko 1A Camden High Street, Hope & Anchor PH 74 Crowndale Road, 1 Bayham Street and 65 Bayham Place

**2017/6058/P:** Redevelopment involving change of use from offices (Class B1) and erection of 5 storey building at the corner of Bayham Street and Bayham Place to provide pub at ground floor and private members club (Class Sui Generis) 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, retention of ground floor and basement of Hope & Anchor PH (Class A4), change of use at 1st and 2nd floor from pub (Class A4) to private members club (Class Sui Generis), 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 (5x a/c condensers and 1 cooling unit) at roof level, erection of glazed canopy to Camden High Street and Crowndale Road elevation and erection of 4th floor glazed extension above roof of Koko to provide restaurant and bar to private members club (Sui Generis). Granted Subject to a Section 106 Legal Agreement 02/05/2018

**2017/6070/L:** 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 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 02/05/2018

**2018/4035/P:** Variation of condition 3 (approved plans) of planning permission 2017/6058/P dated 02/05/2018 (for redevelopment involving change of use from offices (Class B1) and erection of 5 storey building at the corner of Bayham Street and Bayham Place to provide pub at ground floor and private members club (Class SG) on upper floors following demolition of 65 Bayham Place, 1 Bayham Street, and 74 Crowndale Road (façades retained), including enlargement of basement / sub-basement, mansard roof extension (74 Crowndale Road), creation of terraces and erection of 4th floor glazed extension above roof of Koko to provide restaurant and bar to private members club (SG)), namely to allow enlargement of basement and sub-basement, 3 fresh air grilles to Crowndale Road elevation, acoustic louvre to ground floor of Bayham Place (to serve plant room below) and other minor external alterations. Granted Subject to a Section 106 Legal Agreement 08/03/2019

**2018/4037/L:** Amendment to previously consented scheme (ref: 2017/6070/L dated 02/05/2018) namely to allow enlargement of basement and sub-basement, 3 fresh air grilles to Crowndale Road elevation, acoustic louvre to ground floor of Bayham Place (to serve plant room below), alteration to door between function room and 'artists gallery' at first floor, replacement of sliding with folding doors to Sky Lobby, alterations to the fourth-floor terrace and other minor alterations. Granted 13/03/2019

Koko, 1A Camden High Street

**2018/5200/A:** Temporary display of shroud with 1 x externally illuminated commercial advertisement (using 13 x spotlights) on Camden High Street elevation until 31/12/2019. Refused 30/01/2019

*Reason for refusal: The temporary display of the proposed externally illuminated commercial advertisement, by virtue of its size, design, location and method of illumination would result in a dominant and incongruous fixture in the streetscape that fails to preserve or enhance the character and appearance of the Camden Town Conservation Area and streetscape, and would be harmful to the setting of the host and surrounding listed buildings, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.*

#### **Relevant policies**

##### **NPPF 2019**

##### **The London Plan March 2016, consolidated with alterations since 2011**

Draft London Plan consolidated suggested changes version (July 2019)

##### **Camden Local Plan 2017**

Policy A1 Managing the impact of development

Policy D1 Design

Policy D2 Heritage

Policy D4 Advertisements

##### **Camden Planning Guidance**

CPG Advertisements (March 2018)

##### **Camden Town Conservation Area Appraisal (October 2007)**

## Assessment

### 1. Proposal

- 1.1. Consent is sought for the temporary display (12 months) of a scaffold shroud with a 1:1 replica of the building façade to the front and side elevations of the host property. This would include a non-illuminated advertisement panel 9m x 4.4m to the front elevation.
- 1.2. Revision
- 1.3. Following officer's comments, the advertisement panel was reduced in size, from 10m by 5m to 9m by 4.4m so as to better relate to the features of the host property (as displayed on the 1:1 image of the building façade).
- 1.4. Background
- 1.5. Advertisement consent was previously refused (30/01/2019) for the temporary display of a shroud with an externally illuminated commercial advertisement (ref: 2018/5200/A). The size of the commercial advertisement which was refused was 12.5m by 7.5m with an area of approximately 94sqm. The area of the refused advertisement was approximately 28% of the area of the shroud on which it was mounted. The current application differs from the previous one in that there would be no illumination and the size of the advertisement panel has been significantly reduced (9m x 4.4m) with an area of 39.6sqm.

### 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. **Visual amenity**
- 2.3. Local Plan Policies D1 (Design) and D2 (Heritage) are aimed at achieving the highest standard of design in all developments. Policy D1 requires development to be of the highest architectural and urban design quality, which improves the function, appearance and character of the area; and Policy D2 states that the Council will preserve, and where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings.
- 2.4. Furthermore, Camden Planning Guidance (*CPG Advertisements*) provides specific guidance on shroud advertisements:
- 2.5. *Shroud advertisements come in a range of forms but are generally largescale and can cover the entire elevation of a building. They can help to shield unsightly construction work, reducing visual impact.*
- 2.6. *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.*
- 2.7. *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;*

- *Where shroud and banner advertisements are considered acceptable 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 advertisement must also respect the architectural form and scale of the host building.*

- 2.8. The proposed shroud advertisement would accord with the guidance above as it would be located in a commercial area (Camden Town 'Town Centre') and Koko is currently under alteration and refurbishment following planning permission dated 02/05/2018 (planning ref: 2017/6058/P). This part of the Town Centre is characterised by a variety of building sizes and uses, including mixed use (business, retail and residential) buildings of up to six storeys.
- 2.9. While guidance states the shroud should cover the entire elevation of the building, in this instance this is not considered appropriate. The upper floors of the existing building are set back from the foyer entrance elevation which projects forward by 5m. Given this projection, there is no scaffolding or shroud in front of the ground floor entrance. Scaffolding and shroud in this location would reduce the width of the pavement.
- 2.10. As stated above, the advertisement on the shroud has been significantly reduced in size when compared to the refused application and would now cover 13.17% of the 300.58sqm shroud. While this is more than the 10% set out in the guidance, this is considered acceptable in this instance. Importantly, it would have a proportionate appearance in relation to the overall Camden High Street elevation which has a total area of 412.7sqm. In relation to the area of the Camden High Street elevation (which is made up of the shroud and the exposed ground floor elevation) the advertisement would cover only 9.6% of the elevation. Significantly, the advertisement on the shroud would not be illuminated.
- 2.11. The application has been reviewed by the Council's Conservation Officer. There is already scaffolding (covered with a shroud) erected around the listed building. The proposed shroud advertisement would be mounted on this scaffolding and would not alter the listed building in a manner which would affect its special architectural interest or historic fabric. Therefore, listed building consent is not required in this instance. This is the approach that was taken for the previous application for advertisement consent (2018/5200/A) where following officer's advice the application for listed building consent was withdrawn. The temporary shroud advertisement would preserve the character and appearance of the conservation area and would not affect the significance of the listed building. A condition would be included to require the advertisement and fixings to be removed 12 months from the date of the decision or once building works are complete, whichever is the earlier date.

## **2.12. Public Safety**

- 2.13. The proposed signage does not raise any public safety concerns.

## **2.14. Conclusion**

- 2.15. Grant advertisement consent

## **DISCLAIMER**

**The decision to refer an application to Planning Committee lies with the Director of**

**Regeneration and Planning. Following the Members Briefing panel on Tuesday 27th August 2019, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.**

SM Planning  
80-83 Long Lane  
London  
EC1A 9ETApplication Ref: **2019/3219/A**  
Please ask for: **David Peres Da Costa**  
Telephone: 020 7974 **5262**

22 August 2019

**DRAFT**

Dear Sir/Madam

**DECISION**

Town and Country Planning Act 1990

**Advertisement Consent Granted**

Address:

**Koko**  
**1A Camden High Street**  
**London**  
**NW1 7JE****DECISION**

Proposal:

Temporary display of scaffold shroud (with replica of building façade) to front and side elevation including non-illuminated advertisement panel 9m x 4.4m to front elevation for a period of 12 months.

Drawing Nos: PY3559/003; PY3559/004; PY3559/008; PY3559/002; PY3559/001; Cover letter prepared by SM Planning dated 21 June 2019; PY3559/005 rev A; PY3559/006 rev A; PY3559/007 rev A; PY3559/009 rev A

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

Executive Director Supporting Communities



- 1 The advertisement consent hereby granted is for a temporary period of 12 months from the date of this decision or until building works are complete, whichever is the earlier date. By this time the advertisement and all associated illumination and fixings shall be completely removed.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

- 2 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 No advertisement shall be sited or displayed so as to  
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);  
(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or  
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7 The shroud, displaying the 1:1 replica of the building, hereby approved must be in situ for as long as the approved advertisement panel is displayed.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:  
<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

**DRAFT**

**DECISION**