



Colette Hatton
Planning Department
London Borough of Camden
5 Pancras Square
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N1C 4AG

9 March 2022

Dear Colette

The Hope Project (KOKO) 1A Camden High Street, NW1 7JE - Advertisement Consent

WSP has been instructed by The Hope Lease Ltd. (the Applicant) to prepare and submit an application for advertisement consent at KOKO, 1A Camden Street, NW1 7JE, a Grade II Listed theatre building. Listed Building Consent is sought under separate cover (PP-11101606).

This covering letter should be read together with the following:

- AHA-KKS-EX-0001 Existing Site Plan
- AHA-KKS-EX-101 Existing 1F Plan Signage
- AHA-KKS-EX-104 Existing 4F Plan Signage
- AHA-KKS-EX-200 Existing Front Elevation Signage
- AHA-KKS-EX-201 Existing Crowndale Road Elevation Signage
- AHA-KKS-EX-202 Existing Bayham Street Elevation Signage
- AHA-KKS-EX-203 Existing Bayham Place Elevation Signage
- AHA-KKS-EX-300 Existing Section AA Signage
- AHA-KKR-PR-200SN Proposed Front Elevation Signage
- AHA-KKR-PR-201SN Proposed Crowndale Road Elevation Signage
- AHA-KKR-PR-202SN Proposed Bayham Street Elevation Signage
- AHA-KKR-PR-203SN Proposed Bayham Place Elevation Signage

Application Context

Planning permission and listed building consent was granted on 2 May 2018 (2017/6058/P; 2017/6070/L), for part-redevelopment and the erection of a private members club (herein referred to as 'the 2018 consents'):

"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).”

Planning permission was later granted on 8 March 2019, for a minor material amendment to Permission 2017/6058/P for a basement extension under LPA ref. 2018/4035/P. A corresponding application for listed building consent was granted on 13 March 2019 (2018/4037/L). Further applications for Listed Building Consent seeking structural enhancements to the theatre building have also been approved.

The historic dome feature was severely damaged by fire on 6 January 2020. The interior of the historic theatre building was subjected to significant water ingress associated with extinguishing the fire at roof level. Following discussions and site visit with LB Camden Conservation and Historic England (15 January 2020), Stephen Levrant Heritage Architecture and Archer Humphryes Architects worked in close collaboration with LB Camden Conservation to devise a strategy for reinstating the dome (2020/2428/L), as well as the repairs and restoration of the interior.

Listed Building Consent was granted on 30 November 2020 (2020/4491/L) for the reinstatement of the building's interiors and finishes, internal alterations, retrospective and ongoing strip-out works, as well as drying out works and the repainting of the southern and western elevations.

More recently (12 November 2021), an application for Listed Building Consent (2021/5229/L) to repair and restore the interior of the building and regularise the works necessary was submitted, as well as an application for the discharge of Conditions 4 and 5 of Permission 2020/4491/L, which is currently awaiting registration (PP-10406072).

The Proposal

The proposal is for eight signs across three elevations of the existing building to advert the venue. It should be noted that S7 (Drawing AHA-KKR-PR-202SN Proposed Bayham Street Elevation Signage) and S4 (Drawing AHA-KKR-PR-200SN Proposed Front Elevation Signage) fall within Class 2 of the Town and Country Planning (Control of Advertisements) Regulations 2007 and therefore, do not require consent but are included with the submission for comprehensiveness.

The signs include an upgrade to the existing KOKO (S1) sign and replacement of the existing poster boxes on the either side of the entrance doors and Crowndale Road Elevation with Poster Lightboxes (S5 and S6), as well as the reinstatement of The Hope and Anchor sign on the Bayham Street Elevation (S8). New signs are proposed on the front elevation, S2 advertises the main event and changes with each act. Sign S3 is a linear message board, which also changes with the events.

Please refer to the accompanying plans for full details.



Planning Policy Framework and Assessment

This section sets out the primary planning considerations in relation to heritage impact and the impact on the amenity of the neighbours.

HERITAGE IMPACT

The heritage impact is assessed in detail in the parallel planning and listed building consent application and summarised here for ease of reference. Chapter 16 (Conserving and enhancing the historic environment) of the National Planning Policy Framework (NPPF) (2021) highlights that heritage assets should be conserved.

Policy HC1 (Heritage Conservation and Growth) of the London Plan 2021 requires development proposals affecting heritage assets to conserve their significance by being sympathetic to the asset's significance and appreciation within their surroundings.

Policy D1 (Design) of the Camden Local Plan 2017 outlines several criteria that development should comply with. With reference to this proposal, the policy requires development to respect the local context and character and preserve or enhance both the historic environment and heritage asset in accordance with Policy D2 (Heritage). Policy D2 outlines that the Council seeks to preserve and enhance Camden's heritage assets and their settings. The policy outlines that the Council requires developments to preserve or, where possible, enhance the character or appearance of the conservation area. In relation to listed buildings, the policy states that the Council will *"resist development that would cause harm to the significance of a listed building through an effect on its setting."*

Four of the eight signs are upgrades to those existing and as such, have a neutral impact on the character and appearance of the existing building. The upgrades are sensitively designed, modern versions of the signs that they replace. The additional signs have been designed to respect the listed building and be in keeping with the replaced signs.

The signage is a sensitive addition to advertise the building and upcoming performances. Overall, the proposal preserves the listed building and its setting, compliant with the requirements of the NPPF, Policy HC1 of the London Plan and Policies D1 and D2 of the Local Plan.

SIGNAGE AND ADVERTISEMENTS

Policy D4 (Advertisements) of the Local Plan requires advertisements to preserve or enhance the character of their setting and host building. They 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. Advertisements are supported where they preserve or enhance heritage assets and conservation areas. This is echoed in the Camden Advertisements Planning Guidance (March 2018).

The proposed signage has been designed to be complementary to the Grade II Listed KOKO building and four of the signs replaces what was once there (S1, S5, S6, S8). The placement of the advertisements has been well considered to ensure that the architectural features are not obscured. The fixtures for some of the signs remain in place from the original and these have been reused where possible, to limit the need to attach new fixtures to the building.



The advertisement guidance highlights that generally, advertisements are acceptable when they are below fascia level. Advertisements above this level can appear intrusive, especially where they are illuminated. With the exception of S1, S2 and S3, all signs are below fascia level. S1 is an upgrade and replacement of an existing sign, which is proportionate to the front façade of the building and siting. S2 and S3 are additions above fascia level. However, they have been sensitively designed to be able to accommodate the changing acts performing at KOKO. It is not unusual for buildings such as music venues and theatres to advertise performances at higher levels on the building. The proposed signs are proportionate and respectful to both the building and character of the area.

In terms of safety, the signage at ground floor level, adjacent to the pavement, is flush with the building, which ensures that the movement of pedestrian traffic is not disrupted, and they are not endangered by having to step around the signage and into the road.

The proposal is compliant with Policy D4 of the Local Plan.

Conclusion

The fire, and efforts to extinguish it, resulted in significant damage to KOKO. This application forms one in a series to repair and restore the building to its former use as a music venue. This application seeks permission for the display of various signage to identify the venue and advertise the events.

The signage has been designed to ensure that they are sensitive to the historic building, preserving its character and history.

Should you have any queries, please do not hesitate to contact me. In the meantime, I look forward to receiving confirmation of the registration of the application.

Yours sincerely

A handwritten signature in black ink that reads 'V. Chase'.

Victoria Chase

Associate