

CF/P22-2920

20 December 2022

Planning – Development Control
Camden Council
Camden Town Hall
London
WC1H 8ND

Dear Sir/Madam

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Application for Advertisement Consent
KOKO, 1A Camden High Street, London, NW1 7JE
Planning Portal Ref. PP-11784494

Pegasus Group is instructed by The Hope Lease Ltd (the 'Applicant') to submit an application for Advertisement Consent for the following development at the Hope & Anchor Public House, 74 Crowndale Road, London, NW1 1TP:

'Installation and display of 1 x projecting sign with faux neon illuminated letters and 5 x non-illuminated awnings.'

Accordingly, the following documentation has been submitted via the Planning Portal (Ref. PP-11784494):

1. Application Forms, signed and completed;
2. Plans & Drawings (prepared by Cotton Thompson Cole Ltd);
 - Site Location Plan (001);
 - Proposed Signage & Canopy (200 & 201); and
3. Planning & Heritage Assessments (included within this Cover Letter).

The application fee has been paid separately via the Planning Portal.

Site Context

The application site comprises the Hope & Anchor Public House on the corner of Crowndale Road and Bayham Street. The Camden Palace Theatre that adjoins the site building to the rear is Grade II Listed (LEN: 1272425), however, the site building is not subject to this Listing. 31-53 Crowndale Road (including railings along the front of this terrace) are also Grade II Listed Buildings and the site is situated within the Camden Town Conservation Area.

The public house's dual frontage has a traditional design, incorporating such features and materials including painted fascia signage spread along the tiled fascia, pilasters and stall riser (see Figure 1 below).



Figure 1: Application Site

Planning History

The following planning history is relevant to the application proposals:

Application Site, Hope & Anchor Public House

- **2008/0148/P** – Display of internally illuminated sign at second floor level (Bayham Street Elevation) in connection with public house (Class A4). Refused 02 May 2008.
- **2008/2898/A** – Display of internally illuminated wall mounted sign to public house. Refused 20 August 2008 and dismissed at appeal 09 December 2008.

35 Camden High Street

- **2021/0077/A** – Installation of internally illuminated fascia sign on front and side elevations and an internally illuminated projecting sign on the front elevation (retrospective). Granted 06 January 2022.

38 Camden High Street

- **2020/0975/A** – Display of internally illuminated fascia sign and projecting sign. Granted 15 June 2020.



Proposed Advertisements

This application seeks the installation and display of a projecting sign located at the end of the Crowndale Road elevation. Its individual letters will be illuminated in faux neon style.

The application also seeks the installation and display of 5 x non-illuminated fixed bullnose canvas awnings situated above windows and entrance door.

Planning & Heritage Assessment

The public house currently does not benefit from a projecting sign. Siting this sign at the furthest extent of the Crowndale Road elevation as proposed ensures it will not appear visually cluttered together with the existing wide fascia signage as well as the proposed awnings.

Para 1.14 of the Camden Planning Guidance: Advertisements (March 2018) notes the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is to be located on. Despite the site being situated within a Conservation Area and near to Listed Buildings, other applications for internally illuminated projecting signs near to the site and subject to these heritage constraints have recently been improved, including 2021/0077/A & 2020/0975/A at Nos. 35 & 38 Camden High Street respectively. The Conservation Officer originally queried the internal illumination for the projecting sign approved under ref. 2020/0975/A, however, ultimately considered it acceptable because **only the logo of this sign was to be illuminated, not the entire sign (see enclosed decision notice)**. Similar to this approved example, only the letters of the proposed projecting sign will be illuminated, and the level of its illumination is low due to its faux neon style and responds positively to the character of KOKOs and its associated use. This low level of illumination also ensures the amenity of residences within the dwellings on the other side of Crowndale Road will be preserved.

Whilst the Camden Planning Guidance: Design (January 2021) is silent which respect to acceptable types of awnings, Paras 6.37 & 6.38 identify that fixed awnings should avoid reflective materials and appropriate materials such as canvas which are more appropriate on historic shopfronts. The proposed awnings do not obstruct views into the public house's windows and are an appropriate style and form considering the narrow window shape and do not obscure the tiled pilasters. As such, they have an acceptable impact upon visual amenity.

All proposed signs exceed the minimum 2.6m clearance height from the ground to the base of the signs and therefore, ensure the safe freeflow of movement within the public highway.

Overall, it has been demonstrated the type and design of proposed signage will not harm the visual amenity of the area and will preserve highway safety. Furthermore, it has been demonstrated the proposals will not harm the special character and appearance of the Camden Town Conservation Area as well as the setting of nearby Listed Buildings. The proposals meet the provisions of the Camden Planning Guidance: Advertisements and Camden Planning Guidance: Design and should be acceptable.



I trust the above and enclosed is sufficient for the registration of this application and look forward to receiving confirmation of this in due course. If you require any further information, then please do not hesitate to contact me.

Yours faithfully

Christian Fisk
Senior Planner

christian.fisk@pegasusgroup.co.uk

Enc. Decision Notice for ref. 2020/0975/A

Application ref: 2020/0975/A
Contact: Matthew Dempsey
Tel: 020 7974 3862
Date: 15 June 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

AEW Architects
The Zenith Building
Spring Gardens
Manchester
M2 1AB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**38 Camden High Street
London
NW1 0JH**

Proposal: Display of internally illuminated fascia sign and projecting sign.

Drawing Nos: Site Location Plan 11600-AEW-PJ003931-XX-DR-0005, 11600-AEW-PJ003931-XX-DR-0006 C, 11600-AEW-PJ003931-XX-DR-0015 D, 19803-183_01_P 0, 19803-183_02_PES 0

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

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

Informative(s):

- 1 Reason for granting advertisement consent:

The replacement fascia sign is considered to be an improvement on the existing sign which is overly large and considered to be out of proportion to the host property. The new fascia panel shall be positioned within the existing shopfront moulding's at fascia level. A new square projecting sign shall also be installed at fascia level 600x600mm.

The replacement signage is considered acceptable in terms of scale, design, location, method of illumination and luminance levels (max 300cd/m²), and it is not considered that new signage will have any adverse impact on neighbouring residential amenity, or to have any negative impact on pedestrian or vehicular safety.

The proposed signage does not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the host building or the wider Camden Town Conservation Area.

The Camden Town Conservation Area Advisory Committee raised an objection to the initial shopfront design with reference to the proportion of the adverts, however; following revisions to the scheme the CTCAAC were satisfied and the objection

was withdrawn.

The Council's Conservation Officer queried the projecting sign being fully illuminated, however; only the logo shall be illuminated which is considered acceptable in this instance.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2017, and the National Planning Policy Framework 2019.

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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer