

Application ref: 2024/3348/P
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Date: 4 November 2024

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Miss Eve Gilmour
5-7 Buck Street
London
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NW1 8NJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**Various sites on Chalton Street and Phoenix Road
London
NW1 1JB**

Proposal:

Display of 5 x projector lighting illuminated poems onto the pavement and walls as part of an art installation, including associated installation of 5 x light projectors affixed to lamp posts and walls, at various locations on the highway and buildings between Euston Road and Phoenix Road.

Drawing Nos: Plans: 242_050; 242_100

Supporting information: Design and Access Statement, unauthored; [OPTI] GoboPro+ LED Projector document

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

Condition(s) and Reason(s):

- 1 The use hereby permitted is for a temporary period of 2 years only and shall

cease on or before 4th November 2026.

Reason: The Local planning authority would wish to review the permission at the end of the period in the light of experience of the operation of the use, in order to ensure compliance with the requirements of policies DM1 and A1 of the London Borough of Camden Local Plan 2017.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

242_050; 242_100

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

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

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).

- 2 Reasons for granting permission.

The proposal is to display 5 x projector lighting illuminated poems onto the pavement and walls as part of an art installation at various locations on the highway and buildings between Euston Road and Phoenix Road, as well as the associated installation of 5 x light projectors affixed to lamp posts and walls.

The art installation is proposed by the Euston Town business improvement district, as one of a number of initiatives to entice new footfall and change perceptions of this part of Somers Town. Euston Town BID have engaged with Chalton Street businesses, as well as People's Museum and their networks, and the wider public, as part of the conception and development of the art installation proposal.

The theme of the poems ranges from relating to local significance and history, to being an exploration of personal experience and emotion. They are intended to reflect local sentiment towards the changes that are happening, but maintain positivity through the affection residents and visitors have for Somers Town.

The locations of the projectors are as follows; lamppost outside the Rocket Pub, Chalton Street, projecting onto the Pullman Hotel; the wall of the Rocket Pub, projecting onto the wall of Yatri restaurant; lamppost outside Rozi's Hair Salon, projecting onto the pavement; Lamppost outside Gazelle, Chalton Street, projecting onto the pavement; wall of 54 Phoenix Road, projecting on to the wall of the People's Museum.

The projectors themselves are relatively diminutive pieces of equipment and would not appear visually incongruent as attached to the walls and lampposts as dispersed across the five sites along Chalton Street and Phoenix Road.

The projected poems would be appropriately proportioned and located. The poems would not dominate over or be insensitively placed on the walls of the affected buildings. Similarly, the poems to the pavement would be located in spacious areas of pavement, would not dominate over the public space and would ensure they left sufficient clear space within the main pedestrian desire lines, avoiding a potential for conflict with the pedestrian experience. The proposal has been amended to remove projectors attached to or projecting onto listed buildings along Chalton Street, therefore these listed buildings will not be adversely effected.

No amenity effects are anticipated given the location of the projectors/poems, however a condition is attached to limit the duration of the installations for a period of two years, to allow Council to review the permission at the end of the period in the light of experience of the operation of the installation.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, C5, C6, E3, D1, D2, TC2, and T1 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2023.

- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the

Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 5 The effect of paragraph 13 of Schedule 7A to the Town and Country Planning Act 1990 ("1990 Act") is that planning permission granted in England is subject to the condition ("the biodiversity gain condition") that development may not begin unless:

(a) a Biodiversity Gain Plan has been submitted to the planning authority, and

(b) the planning authority has approved the plan.

The local planning authority (LPA) that would approve any Biodiversity Gain Plan (BGP) (if required) is London Borough of Camden.

There are statutory exemptions and transitional arrangements which mean that the biodiversity gain condition does not always apply. These are summarised below.

Based on the information available, this will not require the approval of a BGP before development is begun because the permission is exempt because it is below the de minimum threshold.

- 6 + Irreplaceable habitat:

If the onsite habitat includes Irreplaceable Habitat (within the meaning of the Biodiversity Gain Requirements (Irreplaceable Habitat) Regulations 2024) there are additional requirements. In addition to information about minimising adverse impacts on the habitat, the BGP must include information on compensation for any impact on the biodiversity of the irreplaceable habitat. The LPA can only approve a BGP if satisfied that the impact on the irreplaceable habitat is minimised and appropriate arrangements have been made for compensating for any impact which do not include the use of biodiversity credits.

++ The effect of section 73(2D) of the Town and Country Planning Act 1990
If planning permission is granted under section 73, and a BGP was approved in relation to the previous planning permission ("the earlier BGP"), the earlier BGP may be regarded as approved for the purpose of discharging the biodiversity gain condition on this permission. It will be regarded as approved if the conditions attached (and so the permission granted) do not affect the post-development value of the onsite habitat, or any arrangements made to compensate irreplaceable habitat, as specified in the earlier BGP.

++ Phased development

In the case of phased development, the BGP will be required to be submitted to and approved by the LPA before development can begin (the overall plan), and before each phase of development can begin (phase plans). The modifications in respect of the biodiversity gain condition in phased

development are set out in Part 2 of the Biodiversity Gain (Town and Country Planning) (Modifications and Amendments) (England) Regulations 2024.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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