

Proposed display of hand painted murals –

226 Camden High Street, London, NW1 8QS

Amendment to extant consent – reference 2023/2710/A

## Design Statement

Statement prepared on 11<sup>th</sup> November 2024 by Richard Jewkes BSc DipTP MA,

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This Statement is submitted in support of an application by Camden Town Unlimited ('the Applicant') which seeks to adapt the current Advertising Consent for the display of Hand Painted Murals on a gable wall at 226 Camden High Street, NW1 8QS. The application seeks the grant by the Borough of Camden Council ('the LPA') of a thirty six-month advertising consent for the display of various managed artworks upon the wall. In particular, the application is submitted in order to facilitate the display of *at least* 3 community-led art murals, to be curated by Camden Town Unlimited BID, the Business Improvement District ("BID") for the locality. The consent which is sought would be based on an established project model, which is already supported by the LPA elsewhere in Camden.

This application seeks to amend and enhance an extant Advertising Consent which is already in place at this site, having been granted by the LPA on 10<sup>th</sup> April 2024. The existing consent, granted under LPA application reference 2023/2710/A permits the use of the wall for the display of a hand painted mural, based on 1 x community design, fixed, for a period of twelve months from April 2024 to April 2025. The consent was granted subject to the usual five standard advertising conditions, and also to an additional condition (numbered 6) which limited the consent to twelve months, rather than the standard five years. This extant consent reference 2023/2710/A was for a much-reduced size of mural, smaller than earlier proposed murals on the same property, and was met with a prompt approval. This application follows that reduced size exactly.

Following the issuing of the extant consent, the approved mural design became obsolete, (given the time elapsed) and so Camden Town Unlimited need to apply for some design flexibility. Camden Town Unlimited BID request the scope of this project to be widened, to further maximising community benefit. More specifically, the possibility of replicating an existing project model, already in operation within Camden with the support of the LPA, has been considered. This alternative model would facilitate the display of at least 3 community mural designs over a proposed 36 month consent period, rather than the single, fixed design [already supported by the LPA under the extant consent].

It is therefore now proposed to display at least 3 community murals upon the application wall, designed by and in consultation with local people, across the life of the consent. The costs of funding the design, management, and painting of the community artworks would be met through revenue generated by the occasional use of the wall for the display of a 4 week-long, sponsored mural, which would feature limited branding and always art led, painted-imagery. This amended proposal would therefore bring about the display of at least 3 self-funding community-centric artworks. This project model has been successful elsewhere across London and the UK, including in Camden, in securing enhanced amenity for local communities, whilst ensuring the repair and maintenance of walls and public infrastructure which could otherwise have been vulnerable to dilapidation and tagging, without any funding from public resources being required.

It is proposed that all murals to be painted onto the wall would be temporary, in essence. In the main, the content of the community displays would be concerned with promoting local community projects and events,

with the aim of fostering enhanced community engagement and cohesion. All murals would be painted by hand, which is considered to be an appropriate method and style for central locations where historic buildings are often present and already approved as appropriate on this wall.

### **Proposed amendment to the extant Consent**

In summary, this application proposes to amend the extant consent, expanding the project in a more ambitious way, to deliver three (3) community murals, rather than the previously approved one (1), across a 36 month period.

### **Existing consent based on the same proposal – LPA reference 2024/2035/A**

This proposal replicates the model of an existing consent, already up and running in Camden, which has received the backing of the LPA. The existing established site, which is a railway abutment wall on Chalk Farm Road, adjacent to the Camden Lock market entrance, has now been operating for almost three years, having been most recently renewed in June 2024 under application reference 2024/2035/A; the third year of its renewal.

The consent permits the display of a mixture of community artworks, interspersed with a 4 week sponsored mural, which are commissioned in order to generate revenue which funds the design and execution of the community works.

It is considered that this ongoing project near Camden Lock has been successful (see Tony Young who has been kept informed for three years). This approach has been successful in securing enhanced amenity for local communities. With this example Camden Town Unlimited works were related to promoting its Camden High Line projects and Camden Town 'inspire' September event, also ensuring the repair and maintenance of the wall, without the need for funding from public resources.

All of these characteristics are considered to be applicable to this current proposal, enabling the Applicant, as the locally elected BID, in performing its function as a local community champion without cost to the community.

The LPA is therefore invited to lend its support to this proposal, which seeks to amend and enhance an existing consent, maximising the public benefits of the proposed use of the wall. Accordingly, the LPA is invited to grant the requested temporary Advertising Consent.

## Camden Town Unlimited x Street Art proposal

### 226 Camden High Street

Camden Town Unlimited proposes to design at least three murals over a 36-month period to be painted on to the wall of 226 Camden High Street, Starting Spring 2025. The murals will reflect the projects and initiatives of Camden Town Unlimited – they will likely reflect the flagship projects of the organisation, such as the Camden Highline, Camden Green Loop and Camden Collective.

The art will be co-designed with local community members and business owners, who will be paid London Living Wage for taking part in creative workshops. A lead artist will be commissioned by the BID to translate those sessions into a design which we will then pass on to trained, insured competent muralists to paint.

Our design process will be:

1. Open call to commission artist or designer
2. Open call for creative participants – the Green Loop Neighbourhood Designers
3. 2 workshops run to co-design the concept and explore some artistic skills
4. Artist recording process and designing along the way, presenting to the group the ideas they have for workshop 2 so there is a chance for feedback
5. Artist sends participants the final design
6. Neighbourhood Designers invited to unveiling of the mural

