

Delegated Report		Analysis sheet	Expiry Date:	12/09/2014
(Members Briefing)		N/A / attached	Consultation Expiry Date:	
Officer			Application Number(s)	
Matthias Gentet			2014/4678/P 2014/4518/A	
Application Address			Drawing Numbers	
Primrose Hill Primrose Hill Road London NW3 3AX			Site Plan 1; Cover Letter; Site Location plan; Site statement;	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
<p>1 - Temporary erection of a Paddington Bear statue (1140mm in height) on a plinth (810mm x 810mm) with a total height of 1540mm from 23/10/2014 to 30/12/2014 on the top of Primrose Hill (option 1).</p> <p>2 - Display of 3 x non illuminated plaques on plinth in association with Paddington Bear statue.</p>				
Recommendation(s):		<p>1 – Granted Planning Permission</p> <p>2 – Grant Advertisement Consent</p>		
Application Type:		<p>1 - Full Planning Permission</p> <p>2 – Advertisement Consent</p>		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	14	No. of objections	13
			No. Electronic	11		
Summary of consultation responses:	<p>8 Site notices were displays around the park at various gates from 18/07/2014 to 08/08/2014.</p> <p>There was no press advert nor consultation letters.</p> <p>1. 13 objections and 1 comment have been received, a summary of which is listed below:</p> <p>1.1 Amenity:</p> <ul style="list-style-type: none"> - The erection of the statue is to promote a new film. - Commercial exploitation of the Royal Parks in order to promote a movie. - A marketing gimmick to destroy the serenity, peacefulness and beauty of this well known London Landmark. - Marketing ploy to coincide with the Paddington Bear film. - Use of a public space to promote a commercial enterprise. - Hiding corporate fiscal interest behind a project with a cynical nod to charity. 					
CAAC/Local groups* comments: *Please Specify	N/A					

Site Description

The site is located north of the Regent's Canal and on the boundary with Westminster. It is bordered by Albert Terrace to the east, Regent's Park Road to the north east, Primrose Hill Road to the north and Elsworthy Conservation Area to the west/north west.

The Primrose Hill is not in a conservation area.

Relevant History

2008/1737/P – Granted on 28/05/2008 for the installation of sculpture [7.1m(l) x 3.5m (h) x 2.5m (d)] for temporary period of three months from 19 July - 24 October 2008.

2010/6894/P – Granted on 08/04/2011 for the alterations to the existing hard standing at the summit of Primrose Hill to include change of shape to oval and addition of golden gravel top dressing. Provision of four benches - x3 flat top benches on the southern part of the site, x1 standard style bench on the northern part of the site.

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy

CS5 (Managing the impact of growth and development)

CS14 (Promoting high quality places and conserving our heritage)

Development Policies

DP24 (Securing high quality design)

DP26 (Managing the impact of development on occupiers and neighbours)

Camden Planning Guidance 2013

CPG1-Chap 12 (Design)

CPG6 (Amenity)

1. Introduction:

The Padding Bear statue is part of a "Paddington Bear Trail" to be erected throughout London at sites which have relevant connection to Padding Bear and the associated film. The statue is to be erected for a temporary period from 23/10/2014 to 30/12/2014 only. Each statue is to have a unique design and is to be decorated by various British Artist with the participation of major British celebrities, artists and designers. The figure will be auctioned at the end of the period to raise money for charity to support NSPCC.

2. Proposal:

2.1 The proposal is for the erection of a Paddington Bear statue to be located on the top of Primrose Hill. The figure is made of fiberglass and weighs around 35kg. It is around 1.14m in height and bolted onto a plinth of 0.40m in height x 0.81m in width, giving an overall height of 1.54m.

2.2 The plinth which weighs around 45kg will also contain 280kg of concrete blocks. It will not be attached to the grounds thus will not harm any surfaces. 3 proposed plaques are to be displayed on the plinth and are detailed as follow:

- Top plaque: Story of the Paddington Trail and its association with the NSPCC
- RHS plaque: This will have a lead sponsor logo and copy (this plaque is tbc)
- LHS plaque: This plaque tells the story of the individual statue, featuring the location and why it's important to Paddington, as well as a mention of the designer and sponsor, and the sponsor logo.

2.3 The overall size and design of the figure not an imposing feature and will not harm the surrounding landscape and residential street scene boarding the park on Albert Terrace to the east, Regent's Park Road to the north east, Primrose Hill Road to the north and Elsworth Conservation Area to the west/north west.

2.4 A similar application was previously granted on 28/05/2008 for the installation of sculpture [7.1m(l) x 3.5m (h) x 2.5m (d)] for temporary period of three months from 19 July - 24 October 2008 ref: 2008/1737/P.

2.5 The main concerns for all the objections are the commercial aspect of the statue and its location in a public space. Although this is true that the erection of the figure will be connected to the forthcoming film to reach the silver screen at the end of the year, the charitable aspect and benefit gained from the auctioning of the statue outweigh the negative commercial side.

3. Public Safety:

3.1 The overall weight of the figure will be around 360kg. As such, it will be pretty much immovable and will therefore not pose a risk of being lifted or toppled over. The material used for the figure by virtue of its synthetic nature can be a cause for concern. However, various fire safety reports have been provided to alleviate those concerns and the chosen location also minimise the risk of anti-social behaviour that the statue may attract such as graffiti, damage to the structure caused by fire.

2. Recommendation:

2.1 The proposal is in general compliance with policies CS5, CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

DISCLAIMER

Decision route to be decided by nominated members on 18th August 2014. For further information please go to www.camden.gov.uk and search for 'members briefing'

