

Application ref: 2019/1862/P
Contact: John Diver
Tel: 020 7974 6368
Date: 24 July 2019

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

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Ms Georgina Street
5-7 Buck Street
Camden Town
NW1 8NJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

Camden Peoples Theatre
58-60 Hampstead Road
London
NW1 2PY

Proposal: Temporary installation of sculpture above main entrance to theatre building (Use Class D2) along with external LED uplighters for a period of three years.

Drawing Nos: Images of custom artwork received 04.06.19; Images of custom artwork received 18.04.19; Image with location of artwork received 04.06.19; Euston sculpture structural drawings (1/14 - 14/14); Covering Letter prepared by Euston Town (received 04.06.19); Email confirmation artwork of dimensions dated 18.04.19; Email confirmation of 'Hubble Outdoor Wall' lighting specification received 19.06.19

The Council has considered your application and decided to grant permission subject to the following conditions:

Conditions and Reasons:

- 1 The artwork/structure hereby permitted is for a temporary period only and shall be removed by no later than three years from the date of this decision (24/07/2022).

Reason: The type of structure is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance and longevity. The permanent retention of the structure would be contrary to the requirements of policy D1 of the London Borough of Camden Local Plan 2017.

- 2 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.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Images of custom artwork received 04.06.19; Images of custom artwork received 18.04.19; Image with location of artwork received 04.06.19; Euston sculpture structural drawings (1/14 - 14/14); Covering Letter prepared by Euston Town (received 04.06.19); Email confirmation artwork of dimensions dated 18.04.19; Email confirmation of 'Hubble Outdoor Wall' lighting specification received 19.06.19

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

- 4 The external lighting shall be static and white in colour. The intensity of the illumination of the external lighting shall not exceed 2500 candelas per square metre during the day and 400 candelas per square metre during the hours of darkness in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015.

Reason: To ensure that the lighting does not harm the character and appearance of the streetscene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies A1, D1, D4 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013

- 5 Prior to the commencement of the use of the lighting, automatic time clocks shall be fitted to the lighting hereby approved to ensure that the lights do not operate outside the following times 12:00 - 23:00 Mondays to Saturdays and 12:00 - 22:00 on Sundays and Bank Holidays.

The timer equipment shall thereafter be permanently retained and maintained in accordance with the manufacturer's recommendations.

Reason: To safeguard the amenities of the adjoining premises and the character of the area generally in accordance with the requirements of policies D1, D3, D4, A1 and T3 of the London Borough of Camden Local Plan 2017.

Informatives:

- 1 Reasons for granting permission.

Permission is sought for the temporary installation (up to five years) of a sculpture to be fixed to the wall of the theatre immediately above its original entrance. The artwork would be 1.8m high, 1.4m across and would project 1m

from the elevation. It would be affixed to the building with a welded metal frame. Permission is also sought for this sculpture to be externally lit by a total of four small LED uplighters to be positioned around the sculpture. The application has been submitted part of the Euston Green Link project - a scheme to enhance a green and creative walking route between Regent's Park, Euston Station and Kings Cross, the aim of which is to encourage pedestrians away from poor air quality along Euston Road and to direct footfall towards Drummond Street to support this local centre.

The artwork is to be made from a specialist geopolymer fabric (NOXtex) which has unique properties that allows it to absorb atmospheric pollutants (absorbing 15% by weight of NOX from the air). The sculpture represents a figure 'frozen' in fabric, looking upwards towards the sky. As well as simply adding interest to the streetscene, both the form and materials are deliberately intended to emphasize current air quality issues and spark conversation about how the harmful effects of air pollution might be reversed. The siting of the artwork would not interrupt the elevational composition of the host building and, given its temporary nature, would not result in any harm to its character and appearance. Conversely, the artwork is considered to enhance the streetscene by adding interest, although given the materials to be used this would only be acceptable on a temporary basis to ensure that it is removed before becoming degraded.

The proposed lighting models have been specified as part of the application submission. They would include a total of four, small LED spotlights directed upwards at the sculpture from the adjacent wall. The applicants have also confirmed that the lighting would remain static and white only, would have lumen levels of 5k-10K and would be provided with automatic timers to turn off at night. Subject to these details being secured by condition, it is considered that the lighting proposed would be modest and not overly prominent within the streetscene. It would highlight the artwork and direct the eye but would not be considered to pose a risk to highway users or to detriment local character.

Given the siting and size of the artwork, the works would not result in any loss of residential amenity. Due to the minor nature of the works, the implementation would not raise highways concerns that would warrant the need for further details to be secured. An informative is added to remind that the applicants notify the Highways department well in advance of commencement.

- 2 The site's planning history was considered when forming this assessment. Following a process of public consultation, three responses were received including two letters of conditional support and one objection. The letters of conditional support were both sympathetic to the works subject to the permission being temporary, which is to be the case. The objection relates to the form of the artwork being a shrouded figure, which is perceived as reinforcing negative stereotypes about the area and being inconsistent with the aims to promote the area. It is acknowledged that artwork with contemporary or environmental themes is likely to stimulate debate. Notwithstanding, the artwork is not considered likely to lead to anti-social behaviour nor to contribute to significant concerns about community safety and given its temporary nature, would not harm the character and appearance of the local area. It is therefore

accords with the public art considerations of policy D1 and safety and security concerns of policy C5.

As such, the proposal is in general accordance with Policies G1, D1, A1, C1, C5 and CC4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and NPPF 2019.

- 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 London Borough of Camden 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 In good time, prior to the start of construction (or if appropriate, demolition) on site, the contractor shall discuss and agree with the Council's Engineering Service Network Management team (tel: 020-7974 2410) detailed arrangements for the transportation of goods and materials to and from the site. The Council will prosecute those responsible for any breaches of the provisions of the Highways and Litter Acts which occur as a result of construction on the site.
- 5 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> 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.

- 6 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).
- 7 You are advised that should the temporary structures hereby proposed not be dismantled and the site made good within temporary period permitted by this

consent, the Director of Supporting Communities will instruct the Borough Solicitor to issue an Enforcement Notice alleging a breach of planning control.

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 about 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