

MR/P7420
2nd October 2019

London Borough of Camden
Planning Department
Town Hall
Judd Street
London
WC1H 9JE

Dear Sir/Madam

22 EARLHAM STREET, LONDON, WC2H 9LN

APPLICATION FOR FULL PLANNING PERMISSION AND LISTED BUILDING CONSENT FOR THE TEMPORARY DISPLAY OF DIGITAL PUBLIC ARTWORK ON THE FLANK WALL OF 22 EARLHAM STREET

PLANNING PORTAL REF: PP-08052334

On behalf of our client, Shaftesbury Covent Garden Ltd, please find accompanying this letter an application seeking full planning permission and listed building consent for the installation of a temporary public art display at 22 Earlam Street. The proposed installation will be temporary for a period of two years, after which time installation will be removed. Alternatively, the applicant may seek to renew the permission after this period.

In support of this application, the following documents have been submitted electronically online via the Planning Portal:

- Application Forms;
- Site Location Plan;
- Existing and Proposed Plans;
 - 7D.TCW.1011.EXS.ELV – Existing Tower Court Elevation
 - 7D.TCW.1012.PROP.ELV – Proposed Tower Court Elevation
 - 7D.TCW.1013.DETAIL – Digital Windows Detail
 - 7D.TCW.1014.DIMS – Digital Windows Detail
 - 7D.TCW.1014.PROP – Digital Windows Proposed Elevation
- Design and Access Statement – *prepared by Common Works & Out of Order Design;*

It is confirmed the requisite planning application fee of £234.00 has also been paid via the Planning Portal.

Site Location and Surrounding Area

This application relates to the first and second floor flank elevation of 22 Earlam Street. The building

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is an 18th century end terrace building that stands at the south-west corner where the alleyway Tower Court forms a junction with the south side of Earlham Street. It presents a 3 storey-façade to Earlham Street and comprises retail use (Class A1) on the ground and basement floors and residential use (Class C3) above.

The building, 22 Earlham Street, is Grade II Listed and is located within the Seven Dials (Covent Garden) Conservation Area. Historic England describes the building as follows:

Terraced house and shop. Late C18. Multi-coloured stock brick. Tiled mansard roof with dormers. 3 storeys and basement. 2 windows with 5-window return (3 blank bays). Wooden shopfront with boxed-out entablature and dentil cornice. Shop window and doorway altered. Gauged flat brick arches to recessed sash windows, those on return with original glazing bars. INTERIOR: not inspected.

The Seven Dials (Covent Garden) Conservation Area Statement adds that:

Earlham Street is predominately four storey with the scale and plot sizes of the original Seven Dials although it was almost entirely rebuilt in the 1880s as part of the Woodyard Brewery. There is still evidence of the high level cast iron bridges, which connected the brewery buildings across the street. A few 18th and early 19th century terraced buildings remain, in particular the section on the south side Nos.14-26

Planning History

The Council's online planning register shows that a number of historical planning permissions and listed building consents have been approved at the site. Those considered relevant are summarised below:

- LSX0005241 - *The replacement of the windows at first and second floor level on the front elevation to match the existing windows on the flank facade and internal alterations. As shown on drawing numbers; 16179/6, 7a, 8 and schedule of proposed alterations. – Approved 6th March 2001*
- PSX0005240 - *The replacement of the windows at first and second floor level on the front elevation to match the existing windows on the flank facade. As shown on drawing numbers; 16179/6, 7a, 8 and schedule of proposed alterations. – Approved 6th March 2001*
- P14/60/1/36677 – *The use of the basement and ground floors for the purposes of a retail shop. – Approved 20th September 1983*
- P14/60/1/HB2958 – *Alterations to provide a new entrance door on the return frontage to Tower Court and relocation of the staircase at ground floor level in order to self-contain the existing maisonette on the upper floors. – Approved 5th October 1982*
- P14/60/1/34494 – *The provision of a new entrance door on the return frontage to Tower court and relocation of the staircase at ground floor level, to self contain the existing single family residential dwelling units on the upper floors. – Approved 5th October 1982*

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- *CA/1096 - at 22 Earlham Street, Camden. A projecting double-sided internally-illuminated V-shaped sign, bearing red chinese characters on a white background. 8' high by 2' wide, projection 2'6" and overall height 19'6" – Approved 23rd July 1968*

Proposal

The applicant seeks full planning permission with listed building consent for the temporary installation of public artwork to the flank elevation (east facing façade) of the building at 22 Earlham Street. The artwork, as described in detail in the accompanying documents from design consultants 'Out of Order Design', will feature 'digital windows' in place of six existing empty, bricked up window spaces on the Tower Court elevation of 22 Earlham Street.

The displays will each show a different stained glass pattern that will subtly move, bringing an exciting, interactive piece of public art to Seven Dials. The digital windows will be custom made to fit perfectly within the existing void, to look as if they belong in the space and are part of the original architecture of the building. The artwork will therefore utilise the depth of the window reveal and will be made flush to the existing exterior façade, mimicking the shape of the sash windows along Tower Court. Discrete and adjustable fixings will ensure the artwork is securely fixed to the wall, whilst any cables that cannot be hidden behind the screens will be coloured inconspicuously so they are no more noticeable than the existing cables on the building.

The patterns displayed will be created in real time using images taken in and around Seven Dials. The images can be sourced from the public via social media 'hashtags' or from bespoke photography and will be processed to create kaleidoscopic patterns. The designer has stressed the importance of using subtle patterns to create the illusion of a traditional, architecturally appropriate stained glass window. All social media post will be carefully reviewed prior to being processed for the purpose of display.

The light emitted from the art installations is not expected to be any greater than 800 nits (candela per square meter), which is roughly equivalent to the brightness of a phone screen. This will reduce down to less than 50 nits at night, which is less bright than nearby streetlights. Furthermore, the installations are not directly opposite a living space but instead opposite a communal stairwell. A digital timer can be used to automatically turn the installation off after a certain hour. It is considered this approach limits any potential for amenity concerns to nearby residents and can be secured by means of a suitably worded condition.

The applicant seeks permission to install the digital windows for a period of one year, after which time they will be removed. The components that make up the installation will be pre-fabricated and custom made so that they fit snugly into the existing voids and ensure the digital windows require little in terms of physical fittings. The only fittings proposed are brackets which will be fixed with screws and plugs into the existing mortar. The screens will weigh less than 50kg each and so will only require 10 masonry screws with appropriate rawl plugs to safely fix to the void. The applicant expects the screens will take no longer than 1-2 days to install and will leave almost no trace when they are removed; the displays will therefore have no noticeable effect on the listed building and will cause very little disruption to foot traffic.

Please see the submitted drawings from Out of Order Design Ltd for further details.

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Planning Considerations

The proposal will support those policies of the Local Plan (2017) for those reasons outlined below:

Camden's Local Plan Policy A1 (Managing the impact of development) states the Council will seek to protect the quality of life of occupiers and neighbours. The Council will seek to ensure the amenity of communities, occupiers and neighbours is protected from (inter alia) artificial lighting, noise and vibration levels. Paragraph 6.6 of the Policy's supporting text notes that artificial lighting should only illuminate the intended area and not affect or impact the amenity of neighbours. In addition, supporting Amenity CPG (2018), states with regards to artificial light, that the Council will require the design and layout of artificial light to prevent any potentially harmful effects on occupiers and neighbours in terms of visual privacy, outlook and disturbance.

In consideration of Policy A1 and residential amenity, the proposed displays will have a controlled brightness which can be conditioned and will be dimmed during the evening. In addition, the operating hours of the public artwork can be controlled by condition so as not to impact local residents during the night. The displays have been deliberately proposed in a subtle and discrete area, thereby increasing public surprise and interest when noticed by passing pedestrians. It is therefore considered that the visual displays will not impact upon neighbouring amenity and appropriate mitigation measures have been proposed to protect existing and future residential amenity.

Policy D1 (Design) states the Council will seek to secure high quality design in development. With reference to public art, the Council will only permit development for artworks, statues or memorials where they protect and enhance the local character and historic environment and contribute to a harmonious and balanced landscape design. Paragraph 7.24 of the Policy's supporting subtext notes the Council encourages the provision of high quality public art, which can help to create a distinctive character to places and spaces.

Camden's CPG for Design (2018) states at Paragraph 2.4 that the Council will encourage the provision of art and decorative features as an integral part of public spaces and recognises the ability of public art to enhance the visual quality of an area. This is also recognised in the Artworks, statues and memorials CPG (2019), which states at Paragraph 1.23 that the "*appropriate use of public art may also present an opportunity to enliven existing areas of public realm, help generate community ownership and become a source of local identity and pride*".

The proposed displays will add vibrancy to the Tower Court façade of the building, enhancing the wider streetscape and providing a 'moment of curiosity and surprise' to an existing space that is currently unnoticeable and of little interest to the public. The proposed design and installation will be of the highest of quality to maximise its effect when viewed from the street. In addition, the applicant has sought the advice of the Council's Public Art Officer throughout the design stage of the development. The Public Arts Officer has considered the digital windows present a high quality piece of public art to the popular area of Seven Dials which currently has limited opportunities.

Policy D2 (Heritage) states the Council will preserve and, where appropriate, enhance designated heritage assets and their settings, including conservation areas and listed buildings. Policy will seek to preserve or enhance the borough's listed buildings and resist proposals for alterations which would cause harm to the special architectural and historic interest of the building. As noted by the design documents submitted as part of this application, care will be taken with the installation and removal of

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the digital windows, and the minimal physical fittings required will leave almost no trace when they are removed. In this context, the proposal is considered to enhance the attraction of the heritage asset whilst presenting no harm to the building or the wider conservation area. Whilst the building is recognised as being listed and contributing to the wider setting and character of the conservation area, the temporary installation of art proposed is considered to have no material impact on the listed building or any of its features of special architectural interest.

Against the above context, the scheme is considered to be in accordance with relevant Local Plan Policies A1, A4, D1, D2 and the Council's Design, Amenity and Artworks CPG.

Summary

This application seeks full planning permission with listed building consent for the installation of public artwork for a period of one year. The artwork will take the form of six 'digital windows' that will fit into the existing recessed, bricked up window spaces on the Tower Court elevation of 22 Earlham Street. The digital screens are not directly opposite a living space but instead face onto a communal stairwell. Furthermore, the screens will be effectively managed so as not to present any potentially harmful effects on residential amenity. The artwork is designed to be subtle, presenting the illusion of a traditional, architecturally appropriate stained glass window whilst introducing a vibrant piece of public artwork to enliven this part of Seven Dials.

We trust that the submitted information is sufficient for the Council to validate the application and we look forward to a swift and positive outcome. Should you require any further information or would like to arrange a site visit, please do not hesitate to contact the undersigned.

Yours faithfully

Mark Rattue

For and on behalf of
Rolfe Judd Planning Limited