



Planning Department
London Borough of Camden
5 Pancras Square
London
N1C 4AG

22 June 2022

Dear Sir/Madam,

4 John St London WC1N 2ES – Temporary Permission

On behalf of our client, Lime Pictures we are pleased to submit a request for planning permission in connection with the proposed development at 4 John St London for:

‘Temporary change of use from residential dwellinghouse (Use Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui Generis) between 25th July to 28th October 2022’

Lime Pictures have a long history of using this site intermittently for filming of their reality TV programme ‘Celebs go dating’ and have secured various permissions (see planning history in the submission below) in the recent past to facilitate the production of this programme. It is respectfully submitted that the grant of temporary permission as outlined below is in-line with relevant policy and should be permitted.

The following documents have been submitted in support of the submission comprises:

- a) A completed application form;
- b) A covering letter and brief planning submission;
- c) Application fee
- d) A site plan and site location plan.

We trust we have provided sufficient information and justification to demonstrate that the proposal is in line with relevant policy and further allow the assessment and determination of the application. We look forward to a working with Camden, should you require any further information or wish to discuss this matter please don’t hesitate to contact Ann Norman (ann.norman@wsp.com) or Fabian Culican (fabian.culican@wsp.com) in relation to the above matter.

Yours faithfully,

Ann Norman



PLANNING SUBMISSION

Site

A 1754-1756 terraced property is located at 4 John Street. Our client has secured a commercial lease in order to use the property for the purposes of filming the 'Celebs go dating' reality television programme series 11 E4 of the show.

John Street and King's Mews run north to south parallel connecting Northington Street and Theobold's Road (A401). John Street is largely residential in nature and comprises large 4-storey terraced properties, whilst King's Mews comprises a mix of residential and commercial properties.

The site is located within the Bloomsbury Conservation Area. The Georgian property at 4 John Street is Grade II listed and is part of a group listing which encompasses 2-9 John Street. However, the site at 5-6 King's Mews is not listed.

Planning History

We are of the understanding that previously, on five separate occasions, permission has been granted for a temporary change of use to 4 John Street as a filming location for Celebs Go Dating. In addition, all five approvals (below) for a mixed-use proposal have been granted with the no 'pre' condition requirements.

On 28 January 2022 permission (LPA Ref. 2021/4405/P) was granted for:

'Temporary change of use from residential dwellinghouse (Class C3) to mixed use residential dwellinghouse and filming location (Sui Generis) between 1st October 2021 and 30th January 2022.'

On 25 November 2019 permission (LPA Ref. 2019/5391/P) was granted for:

'Temporary change of use from residential dwellinghouse (Use Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui Generis) between 04 November 2019 and 28 February 2020.'

On 2 May 2019 permission (LPA Ref. 2019/1632/P) was granted for:

'Temporary change of use from residential dwellinghouse (Use Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui Generis) between 13 May 2019 and 16 August 2019.'

On 9 November 2018 (LPA Ref. 2018/4655/P) was granted for:

'Temporary change of use from residential dwellinghouse (Use Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui Generis) between 29 October 2018 and 1 March 2019.'

On 25 July 2018, (LPA Ref. 2018/2831/P) was granted for:

'Temporary change of use from residential dwellinghouse (use class C3) for filming purposes (use class sui generis) between 27th July 2018 and 19th October 2018'



Proposal

TEMPORARY USE

The proposal seeks a temporary change of use from the 25th July – 28th October 2022 to allow the carrying out of filming for series 11 of the E4 show 'Celebs Go Dating' at 4 John Street.

It is proposed that the property remain part residential and part film location during this time, to allow someone to reside at the property at various points during the filming period (including during filming break weeks).

It is proposed for filming to take place 3-4 days per week between Monday and Friday; filming will not take place on the weekend.

Filming is proposed to be undertaken between the hours of 09:00 - 21:00.

It is proposed that there will be a maximum of 25 people on set at any time, 10 of which being on screen contributors. It is unlikely that all cast and crew (25 max) would be in the property at the same time.

No parking alterations are proposed as part of this application and no parking bay is required. The proposal has been designed in such a way that on set up and close down (25th July – 28th October 2022) we will need to take deliveries of camera equipment and furniture, which will involve deliveries.

Filming is self-contained within the property so there will be no disruption to neighbours. We are filming simple interviews with Celebrities and our dating experts – no loud music, special effects, exterior lighting are proposed.

Filming may occur at the front of the property when Celebrities arrive at 4 John Street, this will be achieved via a camera placed at the front of the property. Camera crews will not use the public highway.

Where there is a requirement to film exterior shots of the property and the necessary filming permit from the Council will be obtained at the time.

BUILDING AND WORKS

It is not proposed to alter any existing fabric (internal or external) of the property. There will be no construction or demolition to the interior or exterior of the existing property.

Temporary and non-intrusive measures have been implemented, such as floor protection, have been installed throughout the property to protect the floors from increased footfall. Three internal filming spaces have been created a "reception" and 2 separate "consultation rooms". Other rooms in the house are used as normal – some are used for make-up/dressing, others for desk space for the production team to work from.

In terms of equipment 19 small cameras are used in the 3 filming spaces. Cameras are positioned on self-standing vertical stands or pre-existing ledges & fireplaces; that is they do not need to be fixed to the building.

A small lightweight plaque (approx. 31cm x 20cm) will be placed on the wall adjacent to the front door, which reads "The Celebrity Dating Agency". This is affixed temporarily by a small Velcro



patch to be attached with adhesive. In the unlikely event that any paintwork is damaged we will repair on exit.

Justification

It is submitted that on the basis of the above, the proposal benefits from broad policy support, will not cause unreasonable amenity impacts to the broader area and is in keeping with the social and economic aspirations in the Local Development Plan.

As demonstrated in the planning history section above, almost identical proposals have been granted in the recent past and there are no changes to policy since earlier permissions which would stop this application being viewed positively. There is nothing bearing against the issue of planning permission and permission should, in this instance, be granted.