

CITY OF WESTMINSTER			
PLANNING APPLICATIONS SUB COMMITTEE	Date 23 rd January 2018	Classification For General Release	
Report of Director of Planning		Ward(s) involved West End	
Subject of Report	27-29 Berwick Street, London, W1F 8RQ		
Proposal	Use of the ground floor front elevation for the retention of existing artwork for a temporary period, and for future temporary displays.		
Agent	Rolfe Judd Planning		
On behalf of	Shaftesbury Soho Ltd		
Registered Number	17/09985/FULL	Date amended/ completed	17 November 2017
Date Application Received	9 November 2017		
Historic Building Grade	Unlisted		
Conservation Area	Soho		

1. RECOMMENDATION

Grant conditional permission.

2. SUMMARY

This proposal is for the retention of a mural on the blank ground floor frontage of 27-29 Berwick Street, and for the use of the same section of façade for further murals in the future. The building is not listed, but is in the Soho Conservation Area.

27-29 Berwick Street is a four storey former warehouse building of circa 1890. The ground floor shopfront has been entirely infilled with a rendered panel. At first and second floor the building has a good quality terracotta façade, featuring pilasters, cornice and floral detail to the window arches. The third floor is a plain rendered extension.

The infilled shopfront undoubtedly detracts from the character and appearance of the conservation area. However, it has been in situ since at least 2008, and it is therefore lawful. The lack of interest or relief on the infill panel increases the harm that it causes to the conservation area.

Since 2008, the shopfront infill has mostly been painted dark green. There have been two previous murals, in 2015 and 2016. The current mural was added in August 2017. Consent was also granted in 2007 for the reproduction of *The Ambassadors* (1555) by Holbein from the collection of the National Gallery on the same section of blank infill at 27-29 Berwick Street, as part of the National Galleries 'Grand Tour' project.

There are a small number of other murals in Soho. *The Spirit of Soho* (1981) on Broadwick Street and *Ode to the West Wind* on Noel Street (1989) are two historic examples. Consent has also been granted in recent years for a mural on a shopfront in Elgin Avenue, and on a flank wall in Harrow Road.

Policy DES 7 of the UDP generally welcomes public art within the City. Murals are not explicitly discussed, outside of the context of new development. The policy notes that new public art should be of a 'high standard of design and execution'. While a mural within a shopfront opening would normally be unacceptable in design terms, the particular circumstances of this case warrant an exception namely because the lawful blank shopfront infill is harmful to the appearance of the building and the conservation area and the mural does serve to add interest to an otherwise bleak and featureless façade. The applicant has indicated their intention to display further murals in the future, and their willingness to accept a condition controlling the content.

The use of this section of the façade for the display of art is therefore acceptable, on a temporary basis, subject to a condition requiring approval of any further mural. A further condition should restrict the period of display of any one mural to a six month period.

3. LOCATION PLAN



4. PHOTOGRAPHS



5. CONSULTATIONS

SOHO SOCIETY

Any response to be reported verbally

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 14

Total No. of replies: 0

PRESS ADVERTISEMENT / SITE NOTICE: Yes

6. BACKGROUND INFORMATION

6.1 Recent Relevant History

Consent granted 31 May 2007 for the display of print of National Gallery painting with information plaque for a temporary period of 12 weeks commencing 8 June 2007, 240 x 245 cm, 70 cm above ground level. (07/03518/ADV)

7. BACKGROUND PAPERS

1. Application form

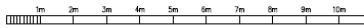
(Please note: All the application drawings and other relevant documents and Background Papers are available to view on the Council's website)

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT PLEASE CONTACT THE PRESENTING OFFICER: JO PALMER BY EMAIL AT jpalme@westminster.gov.uk.

8. KEY DRAWINGS



WEST ELEVATION



DRAFT DECISION LETTER

Address: 27-29 , Berwick Street, London, W1F 8RQ

Proposal: Retention of art work and the provision of future art work on the front facade at 27-29 Berwick Street.

Reference: 17/09985/FULL

Plan Nos: Existing and proposed west elevation, Existing Art Display

Case Officer: Toby Cuthbertson

Direct Tel. No. 020 7641 8705

Recommended Condition(s) and Reason(s)

- 1 The existing mural to be retained is hereby approved for display for a temporary period until 22 July 2018 on or before which date the mural shall be removed and the building restored to its former condition.

Reason:

The mural is only acceptable on a temporary basis, as set out in DES7 and DES 9 of our Unitary Development Plan that we adopted in January 2007. Installation for more than a limited period would be harmful to the objectives of the Plan.

- 2 You must apply to us for approval of drawings of each future mural that is to be installed. You must not install any of these works until we have approved what you have sent us.

You must then carry out the work according to these drawings. (C26DB)

Reason:

To make sure that the appearance of the building is suitable and that it contributes to the character and appearance of this part of the Soho Conservation Area. This is as set out in S25 and S28 of Westminster's City Plan (November 2016) and DES 1, DES 4 and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007. (R26DD)

- 3 Each of the approved murals can only be installed for a period not exceeding six months. Upon the expiry of the six-month period you must remove the work without delay.

Reason:

The mural is only acceptable on a temporary basis, as set out in DES7 and DES 9 of our Unitary Development Plan that we adopted in January 2007. Installation for more than a limited period would be harmful to the objectives of the Plan.

Informative(s):

- 1 In dealing with this application the City Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our statutory policies in Westminster's City Plan (November 2016), Unitary Development Plan, Supplementary Planning documents, planning briefs and other informal written guidance, as well as offering a full pre application advice service, in order to ensure that applicant has been given every opportunity to submit an application which is likely to be considered favourably. In addition, where appropriate, further guidance was offered to the applicant at the validation stage.

Please note: the full text for informatives can be found in the Council's Conditions, Reasons & Policies handbook, copies of which can be found in the Committee Room whilst the meeting is in progress, and on the Council's website.