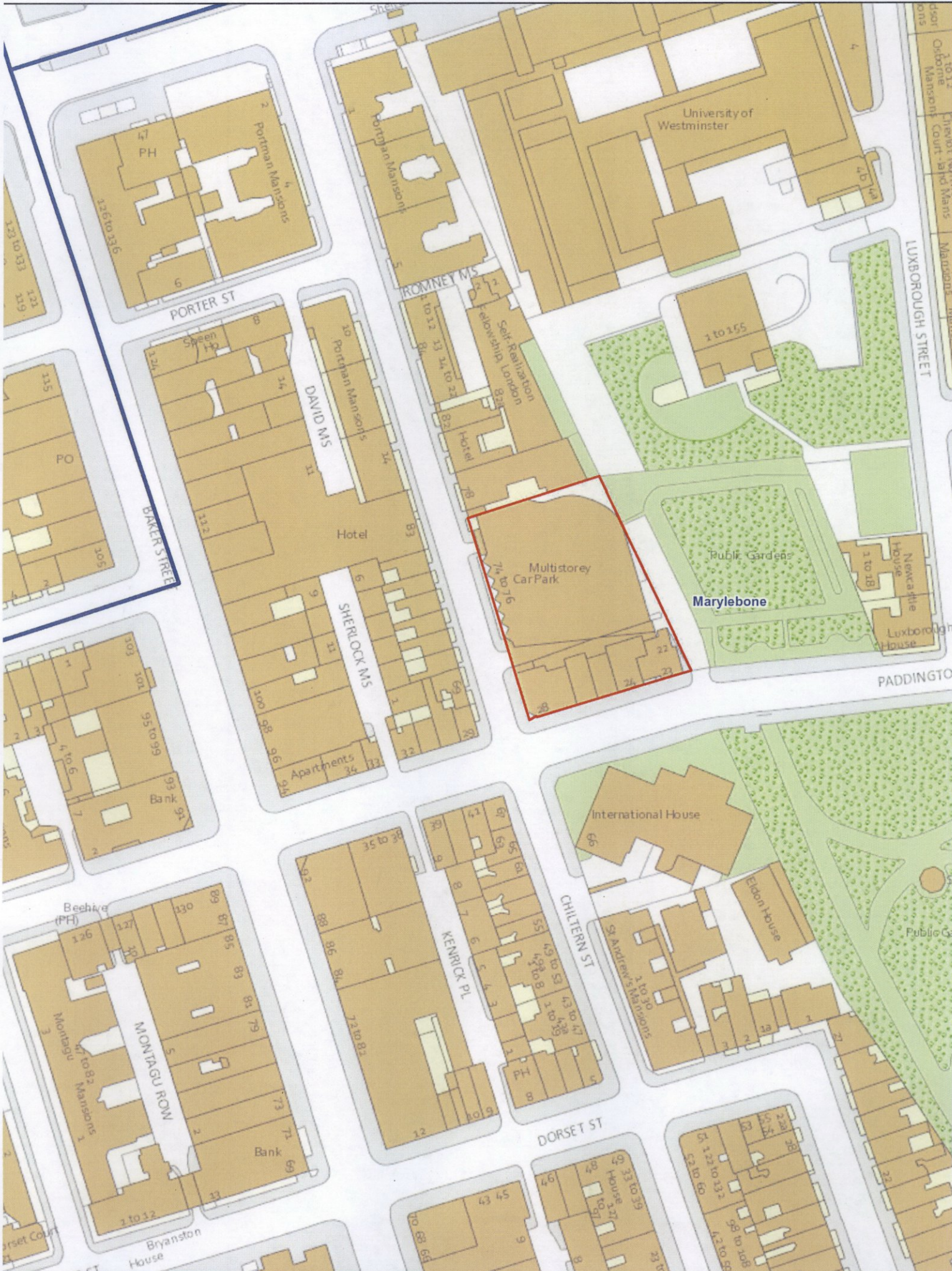
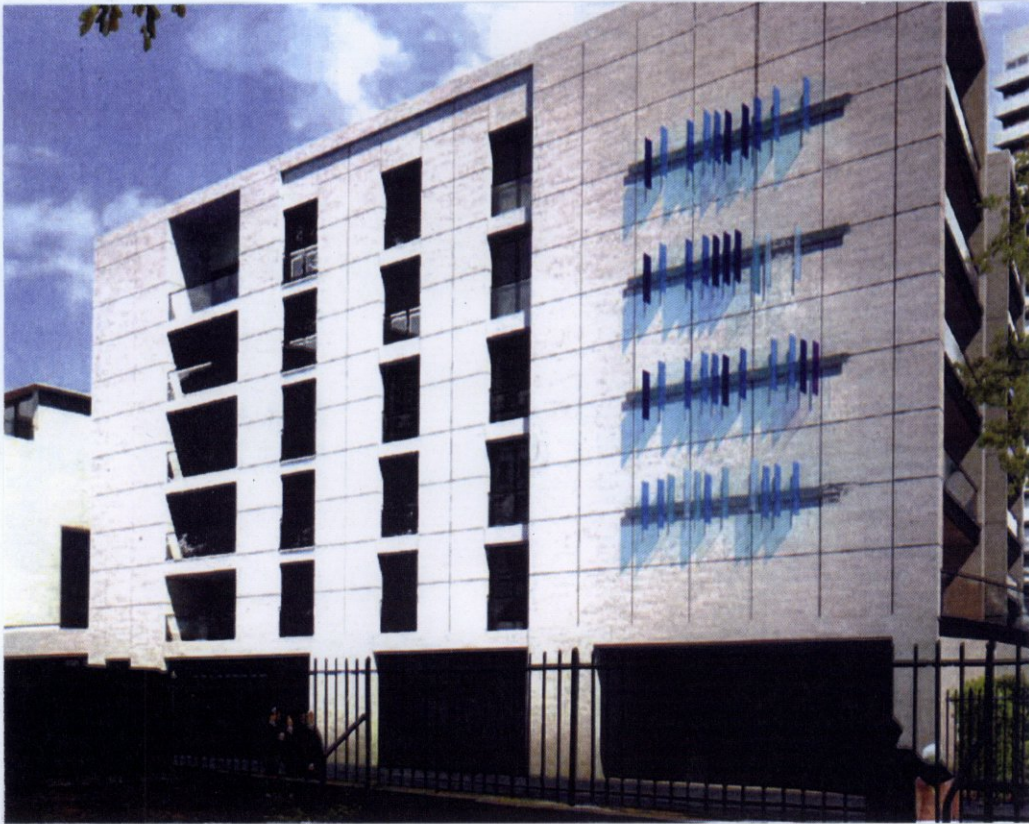


<b>CITY OF WESTMINSTER</b>			
<b>PLANNING APPLICATIONS COMMITTEE</b>	<b>Date</b> 16 June 2015	<b>Classification</b> For General Release	
<b>Report of</b> Director of Planning		<b>Wards involved</b> Marylebone High Street	
<b>Subject of Report</b>	<b>74 - 76 Chiltern Street, London, W1U 5AA</b>		
<b>Proposal</b>	Details of public art pursuant to Condition 35 (Part 3) of planning permission dated 11 April 2013 (RN: 12/09397) for the demolition of the existing building, redevelopment and construction of a new building on three basement levels, ground, and part four/part seven floors comprising 60 flats (Class C3), a health and fitness club (Class D2), a retail shop (Class A1), a restaurant or public house (Class A3/A4), storage uses (Class B8), replacement accommodation for street cleansing facilities (sui generis), car parking for the development and 23 parking spaces for local residents, and associated plant.		
<b>Agent</b>	Rolfe Judd Planning		
<b>On behalf of</b>	Paddington Street GP Ltd and Paddington Street Nominee Ltd		
<b>Registered Number</b>	15/00919/ADFULL	<b>TP / PP No</b>	TP/1084/17916/215 82
<b>Date of Application</b>	29.01.2015	<b>Date amended/ completed</b>	04.02.2015
<b>Category of Application</b>	Non DCLG		
<b>Historic Building Grade</b>	Unlisted		
<b>Conservation Area</b>	Outside Conservation Area		
<b>Development Plan Context</b> - London Plan July 2011 - Westminster's City Plan: Strategic Policies 2013 - Unitary Development Plan (UDP) January 2007	Within London Plan Central Activities Zone  Outside Core Central Activities Zone		
<b>Stress Area</b>	Outside Stress Area		
<b>Current Licensing Position</b>	Not Applicable		

## 1. RECOMMENDATION

Approve details of public art.





74-76 CHILTERN STREET, W1

## 2. SUMMARY

The application site is the former Chiltern Street car park on the east side of Chiltern Street, at its junction with Paddington Street. Permission was granted on 11 April 2013 for the redevelopment of the site to provide 60 flats, with commercial uses and a replacement street sweepers' depot on the lower floors. A condition attached to this permission required the submission of details of a scheme of public art to be displayed on the southern building elevation, facing Paddington Street.

The proposed artwork is considered to be uninspiring, but not harmful to the building or the street scene, and is therefore recommended for approval.

## 3. CONSULTATIONS

No consultations.

## 4. BACKGROUND INFORMATION

### 4.1 The Application Site

The application site is a building under construction pursuant to a permission granted in 2013 for the redevelopment of the former Chiltern Street car park. The site is outside, but adjacent to, the Portman Estate Conservation Area.

### 4.2 Relevant History

On 11.4.2013 planning permission was granted for the demolition of the existing building and the construction of a new building on three basement levels, ground, and part four/part seven floors comprising 60 flats (Class C3), a health and fitness club (Class D2), a retail shop (Class A1), a restaurant or public house (Class A3/A4), storage uses (Class B8), replacement accommodation for street cleansing facilities (sui generis), car parking for the development and 23 parking spaces for local residents, and associated plant (RN: 12/09397). The permission has been implemented and construction works are well under way.

Condition 35 (Part 3) of the permission required the submission of details of a scheme of public art on the new building.

## 5. THE PROPOSAL

This application seeks approval for the proposed public art which would be installed on the building elevation, facing Paddington Street.

## 6. DETAILED CONSIDERATIONS

### 6.1 Land Use

Not applicable.

### 6.2 Townscape and Design

UDP Policy DES7 (A) encourages the provision of public art on new developments and requires the art work to be of a high standard of design and execution, using high quality materials, and to be spatially related to the development and, where fixed to the building, to be *integral to its design*.

The proposed artwork comprises vertical coloured glass fins, attached to steel beams which are affixed to the building facade. It is designed by Julia Vogl and entitled 'Singing on Chiltern'. It draws inspiration from the former Apple store on nearby Baker Street which was owned by the Beatles. The design uses notes from John Lennon's song 'Imagine' and translates these into colour and form. The applicants have confirmed that the artwork will not be illuminated.

The application has been revised to delete proposals for the installation of a sign "on the street" which was intended to encourage passers-by to try and decide which song was represented by the installation. No details of the location of this sign were provided but there was some concern about the ability of the sign to be accommodated on the building, at a point which related to the art installation above, without resulting in potential obstruction of the adjacent parking/servicing access to the building, by those stopping to read the sign.

The architects state that the proposed artwork complements their architectural device, approved as part of the permitted scheme, comprising coloured acrylic fins on the facades. This device was inspired by the appearance of record sleeves stacked on shelves, again, referencing the Apple record store.

The large flank wall on the south building elevation presents an opportunity to install a good, striking piece of public art. Officers consider that the proposal fails to make the most of this opportunity and that the piece is rather dull and uninspiring. However, it is not considered that the proposed artwork is harmful to either the building or the local area, and it complies generally with Policy DES 7. Consequently, the application is recommended for approval, subject to a condition requiring the submission of details of the proposed sign accompanying the artwork.

No pre-application discussions were held with officers. However, it is understood that the artwork has already been made.

### **6.3 Amenity**

Not applicable.

### **6.4 Highways**

Given the amendments to the scheme to remove the street level sign, the scheme raises no highways issues.

### **6.5 Economic Considerations**

Not applicable.

### **6.6 Other UDP/Westminster Policy Considerations**

None relevant.

### **6.7 London Plan**

The proposals do not raise strategic issues.

### **6.8 Planning Obligations**

The proposal is not of sufficient scale to require planning obligations.

**6.9 Environmental Assessment including Sustainability and Biodiversity Issues**

Not applicable.

**6.10 Conclusion**

The proposal is, subject to conditions, considered acceptable in design terms and would accord with Policy S28 in the City Plan and DES 1 and DES 7 in the UDP.

**BACKGROUND PAPERS**

1. Application form
2. Letters from Rolfe Judd Planning dated 4 February and 8 May 2015

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT OR WISH TO INSPECT ANY OF THE BACKGROUND PAPERS PLEASE CONTACT MICHAEL WALTON ON 020 7641 2521 OR BY E-MAIL – [mwalton@westminster.gov.uk](mailto:mwalton@westminster.gov.uk)

**DRAFT DECISION LETTER**

**Address:** 74 - 76 Chiltern Street, London, W1U 5AA

**Proposal:** Details of public art pursuant to Condition 35 (Part 3) of planning permission dated 11 April 2013 (RN: 12/09397) for the demolition of the existing building, redevelopment and construction of a new building on three basement levels, ground, and part four/part seven floors comprising 60 flats (Class C3), a health and fitness club (Class D2), a retail shop (Class A1), a restaurant or public house (Class A3/A4), storage uses (Class B8), replacement accommodation for street cleansing facilities (sui generis), car parking for the development and 23 parking spaces for local residents, and associated plant.

**Plan Nos:** Booklet entitled Chiltern Street Facade Art Commission (Julia Vogel) dated October 2014, as amended by e-mail from Rolfe Judd Planning dated 2 June 2015

**Case Officer:** Robert Ayton


**Direct Tel. No.** 020 7641 2978

Unconditional or if an Advert Application only the standard advert conditions

**Informative(s):**

- 1 You should contact Jeff Perkins (0207 641 2642) for advice concerning the need to obtain a Highways Licence in the event that the Public Art installation hereby approved oversails the public highway.

**DRAFT**



Chiltern Street //  
FACADE ART  
COMMISSION

Julia Vogl

presented by Sven Mündner  
November 2014



## PROJECT STATUS

- a total of 5 artists have been considered, one of which was chosen to further develop the proposal
- the building works on site have progressed and a solution for the public art commission has to be found fast
- **the proposal is at an advanced concept stage. The proposal is being developed with regards to specific details such as size, colour and spread**
- for the next stage the selected artist will be involved directly with the client/structural engineer/fabricator/local authority to ensure the commission meets with all requirements

## NEXT STEPS

### October

- 1) Engage artist to develop a coherent concept with regards to colour, dimensions and spread
- 2) Engage local authority to ensure that proposal meets planning requirements and regulations
- 3) Engage engineers and fabricators to establish detailed budgets and delivery timelines
- 4) **Contractually fix delivery of the project**

### November - December

- 4) Fabrication and installation

Chiltern Street /  
FACADE  
ART COMMISSION  
October 2014

Julia Vogl

# SINGING ON CHILTERN

## PROJECT DESCRIPTION

**AIM** To create a lively installation that relates to the history of the neighborhood, the architecture of the building and inspires viewers to sing.

**THEORY** With the Apple records HQ around the corner, and the building taking inspiration from the 1960's, **it seems only fitting to pay tribute to the music of the time.** I am abstracting a song to be visual, and yet a code will be present if anyone wants to hum along.

**METHOD** I broke the score of a refrain down into the letters of the notes. Each note was given a colour, and became a 135cm x30cm x (3-10cm thick) glass pendant. Each pendant is spaced and hung parallel to the musical annotation.

Colours are in the range of Blues/Turquoise/Purple/Gray.

Each line of the refrain will be another line on the building anchored **between floor 2-5 at the points.** Each pendant will be fastened to a 5M long **steal beam, that is affixed to the anchor points.**

As the sun moves across the wall during the day, the shadows will move to. In the evening it would be ideal to get a spot lights that potentially could be on timers and imitate the suns movement but at night- continuing the lyrical nature of the work.

A sign will be placed on the street that will have the code of the letters and encourage people to sing along and **figure out which tune it is!**

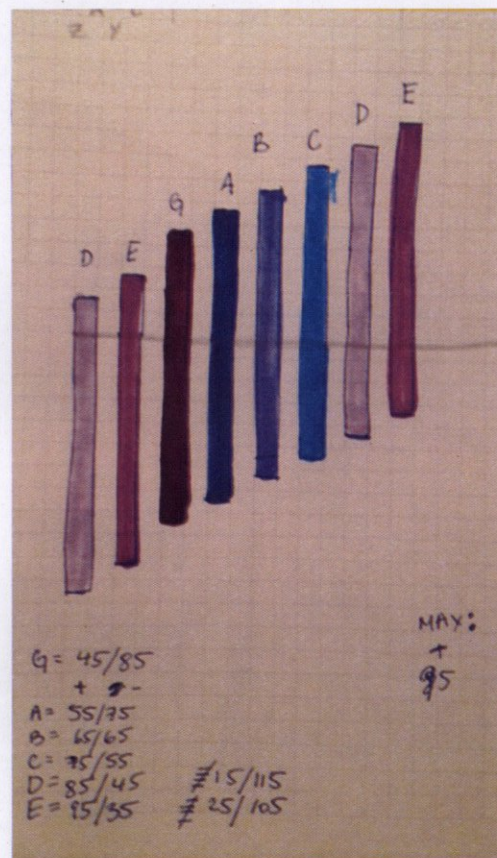
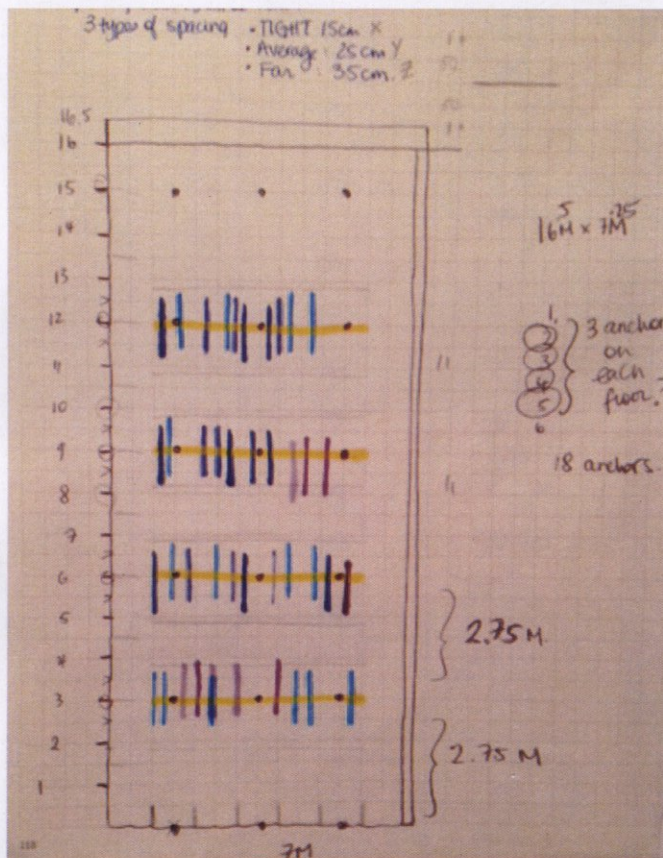
3  
You may say \_\_\_\_\_ I'm adre

But I'm not the on - ly one

3  
I hope some- day\_you will jc

36  
the world \_\_\_\_\_ will \_\_\_\_\_ be as c

## CONCEPT & TRANSLATION



Song notation translated into coloured glass fins at different height in one colour range with colour shades and height representing the notes.