

Delegated Report

Expiry Date:

03/08/2012

Officer

Jenna Litherland

Application Number(s)

2012/3061/A

Application Address

University College Hospital
235 EUSTON ROAD
LONDON
NW1 2BU

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

The display of 1 x floor vinyl outside the Grafton Way ground floor entrance to hospital (Class D1) for a temporary period up until 30 September 2012.

Consultations

Summary of consultation responses:

Site Description

The site is bounded by Euston Road to the north, Gower Street to the east, Grafton Way to the south and Tottenham Court Road to the east. The building occupying this site is a contemporary tall building which forms part of the University College Hospital complex. The site is not within a CA and the building is not listed.

Relevant History

N/A

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

Permission is sought a floor decal which will be located on the pavement outside the Grafton Way entrance to the building. The advert would be for a temporary period of time prior, during and after the Olympic and Para-Olympic games until the 30th September 2012.

The floor decal will depict a visual of an athlete and would be 3 metres x 3 metres.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Design: The advertisement would be visible from the public realm and would be of substantial size. However, the advert would only be in place for a temporary period up until the 30th September, and the advertisement is for an event of national significance, due to these reasons it is considered as an exception that the proposed advertisements would be acceptable in design terms.

Public Safety: Owing to its location the proposed decal would not be harmful to pedestrian or vehicle traffic nor would hinder the interpretation of road traffic signs or distract motorists.

Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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