

Delegated Report			Expiry Date:	24/04/2012
Officer			Application Number(s)	
Conor McDonagh			2012/0682/A	
Application Address			Application Type	
UNIVERSITY OF LONDON UNION MALET STREET LONDON WC1E 7HY			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Refuse Advertisement Consent	
Proposal(s)				
Temporary display for the period 25/06/12 to 10/09/12 of externally illuminated shroud, 15m x 15m on east elevation and 15m x 20m on north elevation in connection with the Olympics.				
Consultations				
Summary of consultation responses:		N/A		
Site Description				
A six storey brick building on the corner of Malet Street (west) and Byng Place (north) which is currently occupied as a union for students of UCL. The site forms part of the Bloomsbury Conservation Area, but is not listed.				
Relevant History				
<u>Town Hall Extension</u> 2011/5760/A: Display of an externally illuminated shroud advertisement between the 1st floor and roof level facing Euston Road for a period of 4 months (01/06/2012 - 30/09/2012) during the Olympics. GRANTED 16/02/2012.				
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				
<p>The application relates to a shroud wrapping around the first, second and third floor levels, measuring 15m wide x 15m high on Byng Place and 20m x 15m on Malet Street. It would be an open weave vinyl mesh and skin wrapped to a scaffold and externally illuminated and at least 3.5m above street level. It would displayed for temporary period during the 2012 Olympic Games (25 June 10 September) and advertise an Olympic Partner.</p> <p>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.</p>				

Amenity

Along with the LDF, Camden Planning Guidance (Design) 2011 provides advice on the positioning, scale and size of the advertisements. Section 8.6 of the CPG states that advertisements and signs should respect the form, fabric, design and scale of the host building and setting. Section 8.20 – 8.24 relates to shroud advertisements and states that they will only be considered acceptable primarily in commercial areas and only where they screen buildings under construction, alteration or refurbishment for a temporary period during these works. Additionally, shrouds on scaffolding will only be permitted where:

- The scaffolding covers the entire elevation and the netting on the scaffolding contains a 1:1 image of the completed building; and
- The advertisement element should cover no more than 10% of each elevation within a conservation area and not be fragmented. The advertisement must respect the architectural form and scale of the host building. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it.

In this instance the shroud is excessively large (15m x 20m); does not screen any construction works and is purely for advertisement purposes for an Olympic partner. Although it is acknowledged that temporary consent is sought for the shroud it would be located on a very prominent corner well above ground level and would therefore appear particularly dominant, resulting in an incongruous addition to the elevations of the host property and to the wider Conservation Area. It also appears that the shroud would be located above the building parapet, thereby not respectful of the architectural form of the building.

Therefore, it is considered that, due to the position of the sign above the parapet, its excessive size and visual prominence, the large advertisement is not considered to be acceptable in such a location due to the harm which it would cause on the host building and the wider conservation area.

Public Safety

The consideration for public safety is whether the advert itself, or its exact location, is likely to be so distracting, or so confusing that it creates a hazard to, or endangers people in the vicinity who are taking reasonable care for their own and others' safety.

The proposed display is static and at high level, this combined with the speed restrictions on Malet Street and Byng Place, ensures that it will not pose a hazard to vehicular traffic. The sign is not considered to a hazard to pedestrians.

Recommendation: Refuse advertisement consent.

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