

# Delegated Report

Expiry Date:

20/12/2011

## Officer

Joe Purcell

## Application Number(s)

2011/5378/A

## Application Address

Area incorporating Euston Road, Chalton Street, Eversholt Street, Crowndale Road and Drummond street  
London

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Official London 2012 city dressings to be installed for a temporary period prior to and during the Olympic and Paralympics Games. Items to be installed include lamp post banners, feather flags, fence banners, pavement vinyl, wall vinyl and cross street sails from the 19<sup>th</sup> June until the 22<sup>nd</sup> September 2012

## Consultations

Summary of consultation responses:

## Site Description

This application covers the area north of Euston Road up to Crowndale Road which encompasses Euston Station and Somers Town. The proposed advertising in the area will be positioned on Chalton Street, Crowndale Road, Eversholt Street, Phoenix Road, Drummond Street and Brill Place. The area is outside a conservation area and none of the proposed advertisement will be attached to listed buildings.

## 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

All of the proposed dressings below are for a temporary period of time prior, during and after the Olympic and Para-Olympic games from the 19<sup>th</sup> June until the 22<sup>nd</sup> September 2012.

Erection of 131 lamp post banners within the area positioned on both sides of Charlton Street (36); Crowndale Road (22); Eversholt Street (37); Phoenix Road (12); Brill Street (12) and Drummand Street (12). The Banners are made from a polyethelene material and would be 3m high from ground floor level with a height of 2m and a width of 0.8m. The banners would be non-illuminated and of various colours consisting of London and Olympic logos.

Display of 3 floor vinyl dressings are proposed in Euston Square measuring 2m x 2m; 2 on Eversholt Street measuring 2m x 2m and 2 on Mornington Crescent. All of these are non-illuminated.

Erection of fence fabric dressing in Eversholt Street. These double sided fence dressings made from a plastic material will measure 2.5m x 0.9m and be attached to the temporary fencing (2.5m x 1.1m) via cable ties, these dressings will be non-illuminated.

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 proposed lamp post banners, floor/pavement dressings and fence dressings located on Charlton Street, Crowndale Road, Eversholt Street, Phoenix Road, Brill Street and Drummand Street are considered to contribute to the visual clutter of the streets. However, it would only be for a temporary period to a maximum of 95 days, and the advertisement is for an event of national significance, due to these reasons it is considered as an exception the proposed advertisements would be acceptable in design terms.

### Public Safety:

Originally 24 lamp post banners were proposed on Crowndale Road; however 2 hindered the sight lines of 1 the CCTV cameras positioned on Crowndale Road. These have been removed from the application and it is now considered the remaining 22 lamp post banners are positioned so that they will not obscure or hinder the views for the CCTV cameras up and down Crowndale Road.

It is also considered that the location and size of the banners will not be harmful to pedestrian or vehicle traffic and the banners will not obscure or 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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