

Delegated Report

Expiry Date:

20/12/2011

Officer

Joe Purcell

Application Number(s)

2011/5379/A

Application Address

Area incorporating Judd Street, Hunter Street, Cartwright Gardens, Marchmont Street, Bernard Street and Guilford Street
London

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

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

Consultations

Summary of consultation responses:

Site Description

This application covers the area south of Euston Road to Guildford Street encompassing Brunswick Centre, Brunswick Square Gardens, Coram's Fields and Regent Square, the main roads in this area are Marchmont Street, Judd Street, Tavistock Place and Bernard Street. The area is situated in Bloomsbury Conservation Area and none of the proposed advertisement will be attached to listed buildings in the area. The proposed advertisement in this area will be positioned on Cartwright Gardens, Judd Street, Marchmont Street, Bernard Street, Guildford Street, Brunswick square and Coram's Fields.

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)

Bloomsbury Conservation Area Statement

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 19th June until the 22nd September 2012.

Erection of 50 lamp post banners within the area positioned on all sides three sides of Brunswick Square (10), Bernard Street (12), Guildford Street (12), Marchmont Street (4) and Cartwright Gardens (12). The banners are made from a polyethelene material and would be 3m high from ground floor level with a height of 2.2m and a width of 0.8m. The banners would be non-illuminated and of various colours consisting of London and Olympic logos.

Erection of 10 feather flags in Coram's Fields and 6 in Brunswick Square Gardens. The feather flags will be on a 7m high tapered fibreglass pole with steel base weight, the flags themselves will measure 3.6m x 0.9m and made of a polyethelene material, these flags will be non-illuminated.

Bunting will also be erected in Coram's Field. The bunting will measure a total of 300m in length split into 20 lengths, with each triangle having a height of 0.4m.

Erection of fence fabric dressing in Brunswick Square Gardens and Judd Street. These double sided fence dressings made from a plastic material will measure 25m long x 1.8m high. They will be attached to the temporary fencing (each measuring 2.5m x 1.8m) via cable ties; these dressings will be non-illuminated. The temporary fencing will be situated between Brunswick Square Gardens and Coram's Field Playground; the South and West side of Brunswick Square Gardens and the open area on the East side of Judd Street.

A large amount of floor vinyl dressings are proposed in this area. In Judd Street, Brunswick Square and Doughty Square 5 vinyl's are proposed in total measuring 2m x 2m; Outside Foundling Museum and in Coram's Field 2 vinyl's are proposed measuring 10m x 1m; Regent Square 1 vinyl measuring 2m x 5m and another in Coram's Field measuring 3m x 3m. All of the above vinyls 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: Although the proposed advertisements are of a satisfactory design it is considered the large amount of advertisement proposed in the area would contribute to the visual clutter of the streets and gardens. 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 that the proposed advertisements would be acceptable in design terms.

Public Safety: Nine additional lamp post banners to the four mentioned above were originally proposed in Marchmont Street, however these blocked the sight lines of CCTV cameras positioned in Marchmont Street and have been removed from this application so that sight lines would no longer be hindered.

It is considered that the location and size of all the proposed lamp post 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.

The proposed floor vinyl's, fence dressing, bunting and feather flags are positioned as not to impact pedestrian or vehicle traffic public safety.

Recommendation: The proposed adverts are 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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