

Delegated Report

Expiry Date:

20/12/2011

Officer

Joe Purcell

Application Number(s)

2011/5380/A

Application Address

Area incorporating Upper Woburn Place, Tavistock Square and Bedford Way
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 prior to and during the Olympic and Paralympics Games. Items to be installed include lamp post banners and feather flags from the 19th June until the 22nd September 2012.

Consultations

Summary of consultation responses:

Site Description

The application covers the area between Woburn Place and Gower Street and Russell Square and Euston Road and encompasses Gordon Square Garden, Tavistock Square and Woburn Square. The proposed advertising in the area will be positioned on Upper Woburn Place, Bedford Way and Tavistock Square. The area is situated within Bloomsbury Conservation Area and none of the proposed advertisement will be attached to listed buildings in the area.

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 36 lamp post banners within the area positioned on both sides of Bedford Way (12); Tavistock Square (12) and Upper Woburn Place (12). 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 5 feather flags in Tavistock 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.

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 and feather flags located on Bedford Way, Tavistock Square and Upper Woburn Place 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 that the proposed advertisements would be acceptable in design terms.

Public Safety:

It is 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. No CCTV sightlines would be obscured by the proposed advertisements.

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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