

Delegated Report			Expiry Date:	20/12/2011
Officer			Application Number(s)	
Joe Purcell			2011/5384/A	
Application Address			Application Type	
Area incorporating Gower Street, Tottenham Court Road, Goodge Street, Percy Street London			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 pavement vinyl's from the 19 th June until the 22 nd September 2012.				
Consultations				
Summary of consultation responses:				
Site Description				
This application covers the area between Gordon Street and Cleveland Street and Bedford Square and Euston Road. The proposed advertising in the area will be positioned on Gower Street, Tottenham Court Road and Goodge Street. The area is inside Bloomsbury and Charlotte Street Conservation Areas. 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 19th June until the 22nd September 2012.

Erection of 60 lamp post banners within the area positioned on both sides of Gower Street (22); Tottenham Court Road (30) and Goodge Street (8). 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.

Display of 2 floor vinyl dressings are proposed in Percy Street measuring 2m x 2m, these are all non-illuminated.

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

Design:

The proposed lamp post banners and floor/pavement dressings located on Tottenham Court Road, Gower Street Goodge Street and Percy 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 that the proposed advertisements would be acceptable in design terms.

Public Safety:

Originally 36 lamp post banners were proposed on Tottenham Court Road and 23 in Gower Street but 7 were removed in total due to obstructing the site lines of CCTV cameras on these roads. The remaining lamp post banners are positioned so that they will not obscure or hinder the views for the CCTV cameras up and down either of these roads.

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.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444