

Delegated Report

Expiry Date:

20/12/2011

Officer

Joe Purcell

Application Number(s)

2011/5385/A

Application Address

Area incorporating Russell Square, Montague Street, Great Russell Street, Museum Street and Bloomsbury 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 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 canopies

Consultations

Summary of consultation responses:

Site Description

This application covers the area north of St Giles up Russell Square and encompasses Bloomsbury Way, Great Russell Street, Montague Street, Bloomsbury Square Gardens, British Museum and Russell Square Gardens. The proposed advertising in the area will be positioned on Museum Street, New Oxford Street, Bloomsbury Way, Southampton Row, Great Russell Street, Montague Street and Russell Square. The area is situated in 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 61 lamp post banners within the area positioned on all sides of Russell Square (12); both sides of Montague Street (12); Museum Street (12); Great Russell Street (10), Bloomsbury Way (10) and New Oxford Street (5). 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 Bloomsbury 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.

Erection of fence fabric dressing in Russell Square Gardens. These double sided fence dressings made from a plastic material will measure 25m long x 1.8m high; 8 x 25m fence dressings are proposed split into 4 separate sections around the perimeter of Russell Square Gardens. They will be attached to the temporary fencing (each measuring 2.5m x 1.8m) via cable ties; these dressings will be non-illuminated.

Erection of 1 canopy in Russell Square Gardens measuring 7m x 7m constructed from polyethelene material with Olympic logos, this canopy will be non-illuminated.

A large amount of floor vinyl dressings are proposed in this area each will measure 2m x 2m and be non-illuminated and will be displayed in the following areas: Great Russell Street (22); Museum Street (3); Pied Bull Yard (2) and Russell Square Gardens (3). A further 2 in Great Russell Street and 1 in Bloomsbury Way are proposed measuring 10m x 1m.

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:

It is considered that the large amount of advertisements proposed in the roads and gardens in this area would contribute to the visual clutter in both the streets and the 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:

Additional lamp post banners to those mentioned above were originally proposed in Great Russell Street and New Oxford Street, however these blocked the sight lines of CCTV cameras positioned in these roads and have been removed from this application so that no sight lines would be no longer hindered.

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.

The proposed floor vinyls, fence dressing, canopy and feather flags are positioned as not to impact pedestrian or vehicle traffic public safety.

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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