

Delegated Report

Expiry Date:

20/12/2011

Officer

Joe Purcell

Application Number(s)

2011/5386/A

Application Address

Seven Dials Area
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 pavement vinyl and cross street bunting.

Consultations

Summary of consultation responses:

Site Description

The area incorporates the heart of Covent Garden an area known as the Seven Dials where several roads meet. The area encompasses Earlham Street; Neal Street; Monmouth Street; Shorts Gardens; Mercer Street; Earlham Street and Shaftesbury Avenue. The proposed advertising will be located in Shelton Street; Monmouth Street; Mercer Street and Neal's Yard. The area is located within Seven Dials Conservation Area but 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)

Seven Dials 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 200m of bunting in Shelton Street and 100m in Monmouth Street and Neal's yard. The bunting will be in 20m lengths and have a depth of 0.4m and made of a polyethelene material. The bunting would be non-illuminated and of various colours consisting of London and Olympic logos.

The display of Vinyl floor dressings in Shelton Street (3); Mercer Street (2) and Neal's Yard (2). The vinyl dressings would measure 2m x 2m and are all 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 floor/pavement vinyl's and bunting located on Shelton Street; Mercer Street and Neal's Yard 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:

There are no CCTV cameras in the area and therefore no impact on public safety in terms of Olympic advertisement hindering the sight lines of the CCTV cameras. The location and size of the bunting and floor vinyl's would not be harmful to pedestrian or vehicle traffic and would not obscure or hinder the interpretation of road traffic signs or distract motorists. It is also considered the bunting and floor vinyls are positioned as not to impact pedestrian or vehicle traffic.

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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