

Delegated Report

Expiry Date:

20/12/2011

Officer

Joe Purcell

Application Number(s)

2011/5387/A

Application Address

Area incorporating Grays Inn Road, Lambs Conduit Street, Great Ormond Street, Theobalds Road, Clerkenwell Road, Farringdon Road, High Holborn, Kingsway and Great Queen Street

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 and during the Olympic and Paralympics Games. Items to be installed include lamp post banners, feather flags, pavement vinyl and cross street bunting.

Consultations

Summary of consultation responses:

Site Description

The area incorporates the entire length of Grays Inn Road, and then follows the borough boundary along Clerkenwell Road, Farringdon Street, High Holborn, Lincoln's Inn Field and the area north of Lincoln Field's Inn up to Guildford Street. The area will encompass Hatton Garden, Bloomsbury, Alexandra Road, Kingsway and Seven Dials Conservation Areas. The proposed advertising in this area will be positioned on Grays Inn Road, Clerkenwell Road, Farringdon Road, Hatton Garden, High Holborn, Kingsway, Great Queens Street, Drury Lane, Theobald's Road, Lambs Conduit Street and Great Ormond Street. 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)

Hatton Garden Conservation Area Statement

Bloomsbury Conservation Area Statement

Alexandra Road Conservation Area Statement

Kingsway Conservation Area Statement

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 151 lamppost banners on both sides of Gray's Inn road (47); Theobald's Road (22); Clerkenwell Road (12); Leather Lane (10); Farringdon Road 12(); Great Queen Street(12); Lamb's Conduit Street 12(); Southampton Row; Kingsway(12) and Drury Lane (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 200m of bunting in Great Ormond Street and 100m of bunting in Sicilian Avenue. 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.

Erection of 20 feather flags in Great Ormond Street (5); Lincoln's Inn (10) and Red Lion Square Garden (5). 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 display of Vinyl floor dressings in Sicilian Avenue (2); Great Queen Street (7); Southampton Row (13) Lamb's Conduit Street (4); Theobald Street (3); High Holborn (12) and Sloane Museum (1). 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 lamp post banners, feather flags, floor/pavement dressings and bunting located on Grays Inn Road, Clerkenwell Road, Farringdon Road, Hatton Garden, High Holborn, Kingsway, Great Queens Street, Drury Lane, Theobald's Road, Lambs Conduit Street and Great Ormond 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:

Additional lamp post banners to the figures noted above were originally proposed on Grays Inn Road, Leather Lane and Theobald's Road however these blocked the sight lines of CCTV cameras positioned in these roads and have been removed from this application so that sight lines are no longer hindered.

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.

It is also considered the bunting; floor vinyl's 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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