

Delegated Report		Analysis sheet		Expiry Date:		05/04/2010	
				Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Jenny Fisher				2010/0895/A			
Application Address				Drawing Numbers			
University Of London Union Malet Street London WC1E 7HY				Refer to decision letter			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Temporary display of non illuminated vinyl banner over the front elevation entrance to use Class D1 building.							
Recommendation(s):		Grant advertisement consent with conditions					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:	N/A						
CAAC/Local groups* comments: *Please Specify	N/A						

Site Description

The University of London Union building occupies a corner site at the junction of Malet Street and Byng Place as it meets Torrington Place.

Opposite is the side of Waterstones book shop and College Hall (a student hall of residence).

The building is not listed but is within the Bloomsbury Conservation Area.

Relevant History

28/10/2009 (2009/4353/A) advertisement consent for display of a vinyl banner above the main entrance on Malet Street and one quill/feather flag display to stand outside the north entrance for a temporary period (13/09/2010 - 01/10/2010) Advertising the Fresher's Fayre.

Relevant policies

Camden Replacement Unitary Development Plan 2006 SD6 (amenity for occupiers and neighbours), B1- (general design principles), B4B (advertisements and signs), B7 (conservation areas)

Camden Planning Guidance 2006

Bloomsbury Conservation Area Statement

Assessment

Proposal:

Temporary display of a non-illuminated banner sign over the main entrance to the University of London Union (ULU) building fronting Malet Street.

Dimensions of the banner: 1.3m. (h.) x 7m. (w). The base of the banner would be 4m. above ground level. The maximum height of individual letters 50cm.

The banner would be displayed for two months prior and throughout the entire period of the 2010 FIFA World Cup from 11th June to the final on 11th July 2010 (3 months in total). It would be removed before the Fresher's Fair (13/09/2010 to 01/10/2010) for which a temporary banner advertisement has recently been approved

The banner would advertise live screenings of all matches inside the ULU building.

The main issues for consideration are:

- impact on the existing visual amenity and the character and appearance of the Bloomsbury Conservation Area;
- impact on public safety.

Visual amenity and character and appearance of conservation area:

The banner would advertise an event that would take place within the building on which it would be displayed. The building is a substantial size and the centre of a great deal of student activity. It is considered that the banner would be of a scale and size that respects the appearance of the host building and would not detract from the appearance and form of the building or have an adverse impact on the local environment. This is in line with UDP policies and supporting planning guidance and is considered acceptable for a temporary period of three months.

Public safety

The banner would not be illuminated and it would be displayed over the entrance to the building fronting Malet Street. The base of the banner would be 4m. above ground level. It would not obstruct traffic signs or distract drivers on Malet Street, or when turning off Byng Place or Torrington Place. As a consequence the proposal does not raise concerns for public safety to pedestrians or drivers also in compliance with UDP policies and guidance.

Summary

The proposed banner would be the same size as the recently approved temporary banner advertising the Fresher's Fayre. It is considered that the scale and size respects the appearance of the building on which it would be displayed and would not have an adverse impact on the character and appearance of the conservation area or create a hazard for pedestrians or motorists.

Recommendation: Grant Conditional Advertisement Consent for a temporary period of 3 months from the first day of its erection until 11th July 2010.

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