

Delegated Report		Analysis sheet		Expiry Date:		20/03/2009	
		N/A / attached		Consultation Expiry Date:		23/02/2009 (internal)	
Officer				Application Number(s)			
Aysegul Olcar-Chamberlin				2009/0654/A			
Application Address				Drawing Numbers			
Longford Street Regents Place London NW1 3NY				See draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of advertisement of community hoarding on Longford Street (in connection with development of Osnaburgh Street construction site).							
Recommendation(s):		Grant Advertisement Consent					
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:	None						
CAAC/Local groups* comments: *Please Specify	None						

Site Description

The application site relates to a major mixed used development which is currently under construction within Central London Area. Planning permission (2004/1700/P) for that development involving contemporary urban blocks and associated parking, servicing and open areas was granted in 2006. Associated details have also been approved with respect to various conditions attached to that permission.

The site is not in a Conservation Area but the west side boundary of the site is located within approximately 110m from Grade II listed St Mary Magdalene's Church and School in the Regent's Park Conservation Area.

Relevant History

2004/1700/P - Planning permission subject to s106 agreement was granted on 08/06/2006 for redevelopment of site comprising 360-376 Euston Road, 1-56 Osnaburgh Street & 23-43 Longford St (including Jellicoe House Marlborough House Regency House Follett House Strode House Goodyear House & rear of 28-30 Osnaburgh St) for demolition of existing buildings and erection of a part 8, part 9, part 20 storey residential building comprising 60 private residential units and 91 affordable units and 9 and 10 storey buildings (plus roof-top plant) comprising 49,500 sqm of office (Class B1) floorspace with 982 sqm of retail/professional services/food & drink/community non-residential institution (Class A1/A2/A3/D1) uses at ground floor level all plus basement and sub-basement levels, ground floor theatre / community facility (Class D1), associated access points including in/out roadway, parking, servicing, open areas and landscaping.

2007/5008/A – Advertisement consent was granted on 05/12/2007 for display of non illuminated advertisement hoarding on Longford Street gantry (in connection with development of Osnaburgh Street construction site) for a limited period of 18 months.

2008/1632/A – Advertisement consent was granted on 28/05/2008 for the temporary display of non illuminated advertisements on south west corner of the existing hoarding on Osnaburgh Street construction site (frontages facing Euston road and Holy Trinity Church).

2008/3936/A - Advertisement consent was granted on 29/01/2009 for the temporary display of non illuminated advertisements on the existing hoarding and internally illuminated advertisement hoarding with four down lights at the top on south west corner of the construction site (frontages facing Euston road and Holy Trinity Church on Osnaburgh Street).

Relevant policies

Camden Replacement Unitary Development Plan 2006

- SD1 – Quality of life
- SD6 – Amenity for occupiers and neighbours
- B1 – General design principles
- B4B – Advertisements and signs

Camden Planning Guidance

- Advertisements and signs
- Hoardings and banner advertisement

Assessment

The proposal seeks consent for display of advertisement of community art works on the existing hoarding on Longford Street and Drummond Street (in connection with development of Osnaburgh Street construction site).

The proposed community art works would be collage works of West Euston's Third Age project and students from Netley Primary School and South Camden Community School and would be affixed to the Drummond Street hoarding which screens the North East Quadrant site. The art work would promote the regeneration and diversity in the area.

The impact on the amenity and public safety are the main considerations in assessing this proposal.

It is considered that displaying community arts works on the hoarding would add a visual interest to the streetscene and would discourage graffiti on the hoarding that could harm the appearance of the area. Given the advertisements are temporary, the site is still under major construction work and proximity to the nearest listed building and the conservation area, the proposal is considered to be acceptable in terms of its design and appearance.

No illumination is proposed. The proposed advertisement would be within the site boundary and would be unlikely to present conditions prejudicing pedestrian and traffic safety.

Recommendation: Conditional advertisement consent should be granted.

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