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| Delegated Report | | Analysis sheet | | Expiry Date: | | 08/09/2014 | |
| | | N/A | | Consultation Expiry Date: | | N/A | |
| Officer | | | | Application Number(s) | | | |
| Sam Watts | | | | 2014/4556/A | | | |
| Application Address | | | | Drawing Numbers | | | |
| University Of London Union Malet Street London WC1E 7HY | | | | Refer to decision notice. | | | |
| PO 3/4 | Area Team Signature | C&UD | Authorised Officer Signature | | | | |
| | | | | | | | |
| Proposal(s) | | | | | | | |
| Display of two vinyl banners to the main entrance on Malet Street and one vinyl banner over the side entrance on Bying Place as temporary advertisements detailing the date and time of the University of London Union Freshers' Fayre event at Student Union Building (Class D2) for a temporary period between 15/09/2014 and 06/10/2014. | | | | | | | |
| 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: | N/A | | | | | | |
| CAAC/Local groups* comments: *Please Specify | N/A | | | | | | |

Site Description

The application site is the University of London Union building located on the corner of Malet Street and Byng Place. The building is not listed but is within the Bloomsbury conservation area.

Relevant History

2009/4353/A for: Temporary 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 the period 13/09/2010 - 01/10/2010, granted on **28/10/2009**

2010/0895/A - Temporary display of non-illuminated vinyl banner over the front elevation entrance to use Class D1 building. – **Granted 26/03/2010**

2011/3173/A - Temporary display of non-illuminated vinyl banner over front elevation entrance and one quill/feather flag display to stand outside north entrance at Byng Place for the period 12/09/2011 - 30/09/2011. – **Granted 20/07/2011**

2012/3097/A - Display of two banners hung to front and side elevation and placement of one feather flag display at side elevation for a temporary period from 18/9/12 to 8/10/12. – **Granted 19/07/2012**

2013/4254/A - Erection of 2 vinyl banners and 1 Flag for temporary advertisement detailing the date and time of the University of London Union Freshers' Fayre event at Student Union Building (Class D2). – **Granted 22/08/2013**

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

DP26 – Managing the impact of development on occupiers and neighbours

DP25 – Conserving Camden's Heritage

Camden Planning Guidance 2011 (as amended)

CPG 1 (design) – section 7 (Advertisement, signs and hoardings)

National Planning Policy Framework 2012

London Plan 2011

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Bloomsbury Conservation Area Statement (2011)

Assessment

Proposal:

Advertisement Consent is sought for the temporary display of two non-illuminated banner signs to be hung on the columns at the main entrance on Malet Street on the University of London Union building and one vinyl banner sign located above the northern entrance of the Union on Byng Place. The adverts would be displayed on the building for a period of three weeks between 15/09/2014 and 06/10/2014 in connection with the Freshers Fayre event.

The main issues are:

- The impact on the existing visual amenity and the character and appearance of the Bloomsbury conservation area.
- The impact on public safety.

Visual amenity and character and appearance of conservation area:

It is proposed that the banners be displayed for a temporary period of three weeks from 15/09/2014 until 06/10/2014 in connection with the annual Freshers Fayre event. The Camden Planning Guidance states that banner advertisement on buildings should relate to the specific building and should not detract from the appearance and form of the host building or the surrounding environment. It states further that flags/banners in conservation areas are unlikely to be supported as the Council is concerned about safeguarding the amenity, character and appearance of the building and the area.

However, in this instance there is a case for making an exception. The banners would be displayed for three weeks between 15/09/2014 – 06/10/2014. None of the banners would be illuminated and they would be located at different entrances to the building fronting onto Malet Street and Byng Place respectively. The banner signs would be displayed at two columns on the main entrance of the building and would measure 2.1m in height, 0.8m and 0.002m in depth. The vinyl sign would be located above the entrance at Byng Place and would measure 1.7m in height, 10m in width and 0.002m in depth.

The proposed temporary banners are considered to be of a scale and size that respects the appearance of the host building and would not negatively affect the aesthetic appearance, visual amenity or character and appearance of the conservation area. It is therefore considered that the proposal is acceptable for a temporary period of three weeks.

Public Safety:

The proposed advertisements are not considered to raise public safety issues in terms of obstructing traffic signs or distracting drivers on Malet Street or Byng Place. The advertisements would not be illuminated and it is not considered that the size, shape or location of the proposed banners or vinyl sign would impinge on public safety.

Recommendation: Grant Conditional Advertisement Consent.