

Agenda Item 05

Supplementary Information Planning Committee on 16 July, 2019

Case No.

19/1474

Location	Bobby Moore Bridge and Underpass, Olympic Way, Wembley
Description	Installation of 2 internally illuminated LED advertisement displays attached to the northern and southern parapets of Bobby Moore Bridge. Use of the light boxes to east and west wall beneath Bobby Moore Bridge approved under planning consent 17/3840 for advertising purposes.

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Following publication of the committee report and agenda, five further representations have been received by the Council from a single objector. These raise the following objections/matters:

- It is not explicitly stated that the tiles are a heritage asset or that they are public art.
- Clarification is sought on the effect of the current proposals on the heritage asset.
- It is questioned whether amenity considerations have been appropriately assessed.
- It is questioned whether the proposals are in accordance with Wembley Area Action Plan policy WEM6 'Protection of Stadium Views' or policy WEM4 'Public Art'.

Officers' responses are outlined below:

The murals as a heritage asset and public art

Officers consider the tile murals to be an undesignated heritage asset with artistic, historic and cultural merit and their value has been considered. As the murals are a non-designated asset, and therefore have no statutory protection. The committee report may not use these precise words but it acknowledges that the murals offer an interesting depiction of scenes relating to the history of Wembley Stadium and Wembley Arena and details of the murals and their background are presented in the report. In recognition that the murals are worthy of protection as a heritage asset, officers have required the applicants to submit details of how the light boxes would be fitted to ensure that the tiles would be protected from damage and maintained as such to allow for their possible display in the future. The committee report refers to the murals as an 'artistic work' and they are in a prominent public place.

Effect of current proposals on the heritage asset

The effect of the proposal on the heritage asset is discussed within the main report.

Amenity considerations

The committee report notes that "amenity", includes aural and visual amenity and this includes the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Within the section entitled 'Tile Murals within the context of the current proposals' there is a discussion of the tile murals with reference to amenity considerations, as well as consideration of amenity with regard to the current proposals. It is acknowledged that the subheading titled "Amenity" should not have been included at the top of page 69 of the as the discussion of amenity considerations is very clearly incorporated into several different sections of the committee report.

The current advertisement application should be determined in the interests of amenity and public safety, which includes the presence of the murals and other characteristics of the locality and these matters are discussed within the committee report.

Protected views of the Stadium from Bobby Moore Bridge

An objection has been reiterated regarding the protected views of the Stadium from Bobby Moore Bridge, as identified in the Wembley Area Action Plan (Policy WEM6). The objection notes that if a young child aged around six years old or younger were to stand immediately next to the railings (which are around 1.1 m high), their view would be obstructed by the back of the proposed signage. This had already been raised by the

objector and was discussed in paragraph 22 of the report.

Recommendation:

Remains approval subject to the conditions set out in the Committee report.

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