

CITY OF WESTMINSTER			
PLANNING APPLICATIONS COMMITTEE	Date 5 January 2016	Classification For General Release	
Report of Director of Planning		Ward(s) involved Little Venice	
Subject of Report	Marylebone Flyover, London, W2		
Proposal	Display of public art on the underside of the Flyover using a technique called 'Clean Art'.		
Agent	Mr Austin Nwadike		
On behalf of	Mr Austin Nwadike		
Registered Number	15/08510/ADV	Date amended/ completed	23 October 2015
Date Application Received	1 September 2015		
Historic Building Grade	Unlisted		
Conservation Area	Not in a conservation area.		

1. RECOMMENDATION

Grant advertisement consent.

2. SUMMARY

The Marylebone Flyover is the section of the Marylebone Road / Westway (A40) which crosses over the Edgware Road. This site is not within a conservation area and there are no listed buildings in the immediate vicinity. The flyover was built in the late 1960s and is of concrete construction, with a shuttered construction finish. The flyover is supported on two piers, one on either side of the Edgware Road. The area immediately by the flyover is a harsh environment, dominated by roads and traffic and the flyover structure has become relatively grimy over the years as a result of this environment.

Transport for London are the highway authority for both Edgware Road and the Westway and this advertisement consent application is made by them. The proposal is to display images on the two flyover piers as well as parts of the soffit and parapet. The images will be created by a process known as 'Clean Art', which is a technique where dirty surfaces are used as a canvas to create artworks. The artist cleans selected parts of the surface to create a contrast between the clean and dirty areas. The work is created using stencils and a water power washer, with no chemicals used. In this case, in order to produce a sufficient degree of contrast, the proposal includes darkening further the areas of the structure where the Clean Art is to be applied and this is to be done by applying a mixture of coal dust and water.

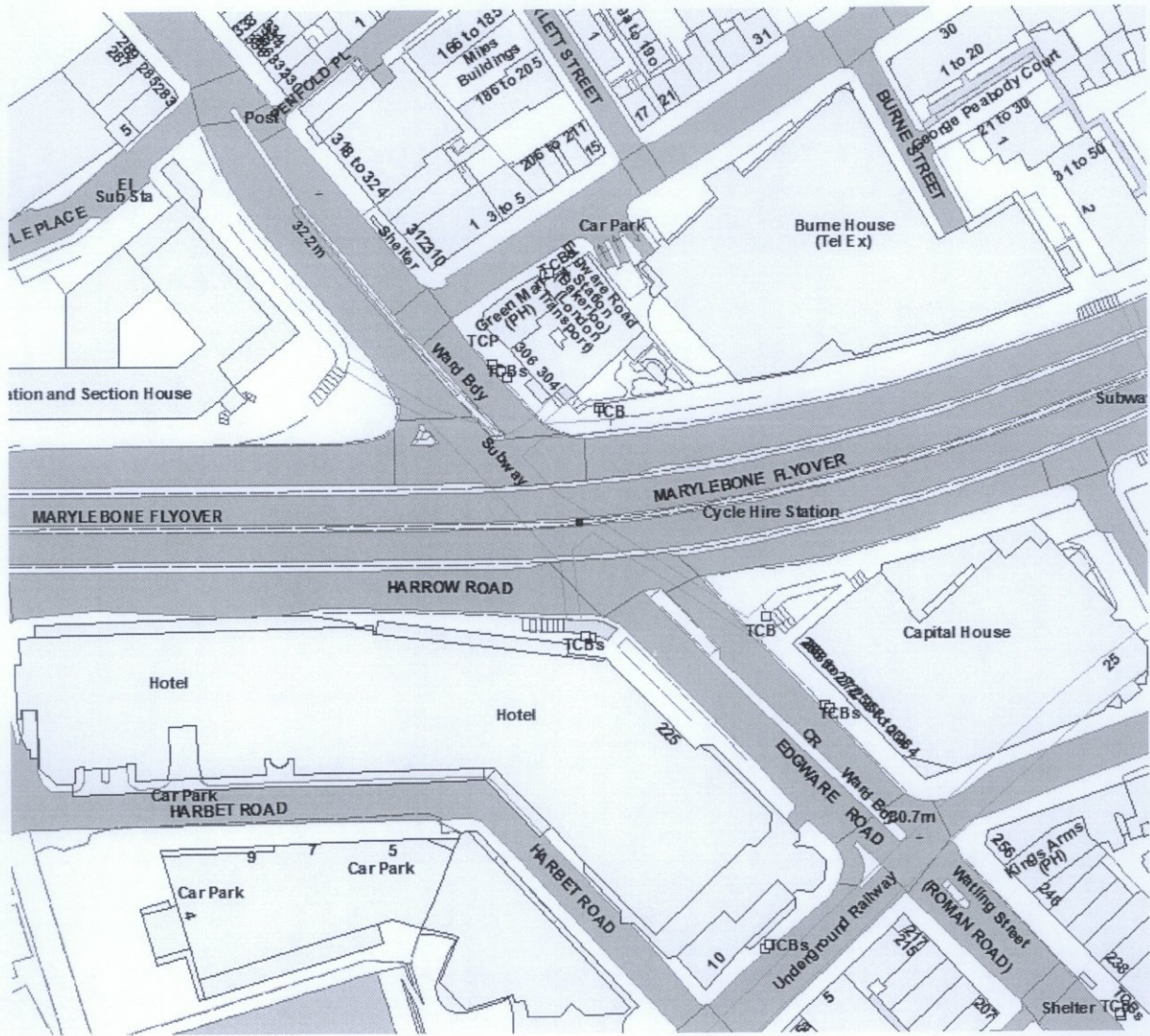
The concept designs that are proposed are to depict trees on the two piers with birds in flight and perched above. It is suggested that a condition is imposed to secure final artwork details. In the words of the applicant, the intention of the artwork is “to improve the urban environment for those who pass under the flyover; to draw attention to the impact of pollution in the area; to expose people to an innovative and thought provoking artform; and to make the bridge a more beautiful and pleasant place”.

The key considerations are the impact of the proposal on amenity and upon public safety.

Policy DES 8 of the Council’s UDP indicates that advertisement consent will not normally be granted for advertisements on street furniture. However, in this case it is suggested that an exception can be made as the advertisement is not overtly commercial and relatively subtle in terms of its visual impact. The proposal has met with no objection and is positively supported in some of the responses. The proposals are likely to be completed at a substantial cost and whilst the images are to be relatively durable given their sheltered location, in all probability they will have a limited lifespan and will fade over time.

The proposal is not considered to have an adverse impact upon either amenity or public safety and as such is recommended for approval.

3. LOCATION PLAN



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4. PHOTOGRAPHS



5. CONSULTATIONS

COUNCILLOR ACTON:
Supports the proposal.

TRANSPORT FOR LONDON - BOROUGH PLANNING:
Supports the proposal.

HIGHWAYS PLANNING - DEVELOPMENT PLANNING
Any response to be reported verbally.

HYDE PARK ESTATE ASSOCIATION:
Any response to be reported verbally.

THE ST MARYLEBONE SOCIETY:
Supports the proposal.

PADDINGTON WATERWAYS & MAIDA VALE SOCIETY:
Supports the proposal.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 0
Total No. of replies: 0
No. of objections: 0
No. in support: 0

PRESS ADVERTISEMENT / SITE NOTICE: Yes

6. BACKGROUND PAPERS

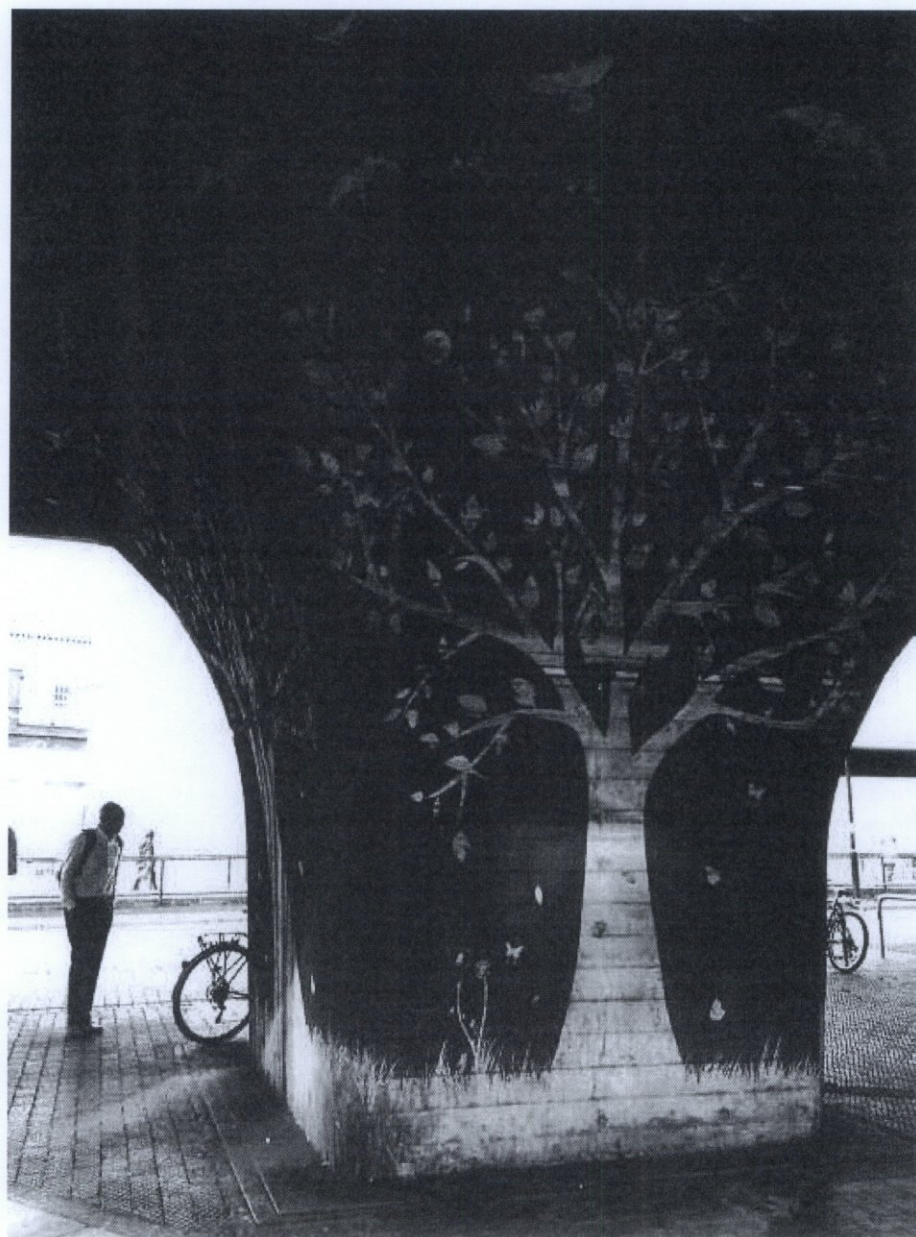
1. Application form
2. Response from The St Marylebone Society, dated 14 November 2015
3. Response from Paddington Waterways & Maida Vale Society, dated 16 November 2015
4. Response from Transport for London, dated 6 November 2015
5. Response from Cllr Acton, dated 8 November 2015.

Selected relevant drawings

(Please note: All the application drawings and other relevant documents and Background Papers are available to view on the Council's website)

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT PLEASE CONTACT TOM BURKE ON 020 7641 2357 OR BY EMAIL AT NorthPlanningTeam@westminster.gov.uk

7. KEY DRAWINGS



A photo montage to illustrate the proposal.

Item No.
5

DRAFT DECISION LETTER

Address: Marylebone Flyover, London, ,
Proposal: Display of public art on the underside of the Flyover using a technique called 'Clean Art'.
Plan Nos: Site location plan; document titled "Clean Art on the Marylebone Flyover London".

Case Officer: Tom Burke **Direct Tel. No.** 020 7641 2357

Recommended Condition(s) and Reason(s):

- 1 You must apply to us for approval of full details of the following parts of the development - the finalised artwork content. You must not start any work on these parts of the development until we have approved what you have sent us. You must then carry out the work according to these approved details.

Reason:
To safeguard amenity and public safety.

Please note: the full text for informatives can be found in the Council's Conditions, Reasons & Policies handbook, copies of which can be found in the Committee Room whilst the meeting is in progress, and on the Council's website.