<table>
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<tr>
<th>Case Number</th>
<th>15/01148/FUL, 15/01150/ADV and 15/01151/LB</th>
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<tr>
<td>Application Address</td>
<td>South Bank Centre, Royal Festival Hall, Belvedere Road</td>
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</table>
**ADDRESS:** South Bank Centre, Royal Festival Hall, Belvedere Road, London

**Application Number:** 15/01148/FUL  
**Case Officer:** Miss Karen McDonnell  
**Ward:** Bishops  
**Date Received:** 25.02.2015

**Proposal:** Temporary installation (from 11th May 2015 until 11th October 2015) of art exhibits comprising sculptures, other settings for artist and community events and related temporary structures including 'pop up' cafes/shops and associated pavilions for the Southbank Centre's Festival of Love.

**Drawing numbers:**
- SC_FOL15_01, SC_FOL15_02, SC_FOL15_03, SC_FOL15_04, SC_FOL15_06
- SC_FOL15_07, SC_FOL15_10, SC_FOL15_11, SC_FOL15_12, SC_FOL15_13
- SC_FOL15_14, SC_FOL15_20, SC_FOL15_21, SC_FOL15_22, SC_FOL15_23
- SC_FOL15_31, SC_FOL15_32, SC_FOL15_33, SC_FOL15_34, SC_FOL15_35
- SC_FOL15_36, SC_FOL15_37, SC_FOL15_38, SC_FOL15_39, SC_FOL15_40
- SC_SF15_25, SC_SF15_26


**RECOMMENDATION:** Grant Conditional Planning Permission

**Associated Application:** Listed Building Consent and Advertisement Consent

**Application Number:** 15/01151/LB and 15/01150/ADV

**Proposal:**
- **Listed Building Consent:** The attachment (by temporary adhesive) of one graphic panel on the north elevation (level 5 (fourth floor)) of the Royal Festival Hall from 11th May 2015 until 11th October 2015 in association with Southbank Centre's Festival of Love.
- **Advertisement Consent:** Temporary display (from 11th May 2015 until 11th October 2015) of signage comprising graphic/ artistic displays and way finding signs for the Southbank Centre's Festival of Love.

**Drawing numbers:**
- Listed Building Consent: Site Location Plan, SC_FOL15_40, SC_FOL15_41, SC_FOL15_42, SC_FOL15_43
- Advertisement Consent:
  - SC_FOL15_01, SC_FOL15_02, SC_FOL15_03, SC_FOL15_04, SC_FOL15_06
  - SC_FOL15_07, SC_FOL15_10, SC_FOL15_11, SC_FOL15_12, SC_FOL15_13
  - SC_FOL15_14, SC_FOL15_20, SC_FOL15_21, SC_FOL15_22, SC_FOL15_23
  - SC_FOL15_31, SC_FOL15_32, SC_FOL15_33, SC_FOL15_34, SC_FOL15_35
  - SC_FOL15_36, SC_FOL15_37, SC_FOL15_38, SC_FOL15_39, SC_FOL15_40
  - SC_SF15_25, SC_SF15_26

**Documents:**
- Listed Building Consent:
SITE DESIGNATIONS

<table>
<thead>
<tr>
<th>Relevant site designations</th>
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<tbody>
<tr>
<td>Environment Agency Flood Zone</td>
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<tr>
<td>Conservation Area CA38 : South Bank Conservation Area</td>
</tr>
<tr>
<td>Major Development Opportunity MDO94 - South Bank Centre</td>
</tr>
<tr>
<td>Opportunity Area London Plan Waterloo Opportunity Area</td>
</tr>
<tr>
<td>Tunnel Safeguarding Line Tunnel Safeguarding Line</td>
</tr>
<tr>
<td>Protected Vistas Westminster Pier To St Pauls Cathedral - 8A.1</td>
</tr>
<tr>
<td>Listed Building Grade I Queen Elizabeth Hall, Purcell Rooms and Hayward Gallery.</td>
</tr>
<tr>
<td>Locally Listed Building Agent: Mr Adam Coombs</td>
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LAND USE DETAILS

<table>
<thead>
<tr>
<th>Site area</th>
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</thead>
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<tr>
<td>4.14 Hectares</td>
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OFFICERS REPORT

Reason for referral to PAC: The applications are reported to the Planning Applications Committee in accordance with (1)(iii) of the Committee’s terms of reference as they relate to development carried out on a site having an area of 1 hectare or more.

1 SITE AND SURROUNDINGS

1.1 The application site is located on the South Bank of the River Thames, bounded by Waterloo Bridge to the north, County Hall to the south, and Belvedere Road to the east. The site is situated within the South Bank Conservation Area and the site lies between two landmark listed buildings, the Royal Festival Hall (Grade I) and, County Hall (Grade II-star). The river embankment wall to the west of County Hall is Grade II Listed.
1.2 The South Bank complex includes The Queens Walk and riverfronts, under the Hungerford railway bridge, Southbank Centre Square, and in between existing buildings which include the Royal Festival Hall, Queen Elizabeth Hall and Hayward Gallery.

1.3 Jubilee Gardens is a large open area between County Hall and Hungerford Bridge. It is soft landscaped with open grassed areas and some trees and allows views to the North, East and West. The low-lying Hungerford Car Park acts as a buffer between the gardens and the Hungerford viaduct.

1.4 The Queen’s Walk, forming part of the site also known as the Riverside Walk, is the spine of the conservation area and presents a very long linear pedestrian boulevard, which has dictated the siting and form of most of the significant post-war buildings.

1.5 Hungerford Car Park and Jubilee Gardens are designated as Metropolitan Open Land and the Queen’s Walk is designated as Public Open Space under the Council’s Proposals Map which forms part of the Council’s Development Plan. Hungerford car park is not part of the application site and is to be occupied by the ‘Udderbelly’ and the ‘Spiegel Tent’ for which resolution to grant temporary planning consent was made at Planning Applications Committee in March 2015. All events would run parallel to each other.
2 PROPOSAL

2.1 Full planning permission is sought for the temporary installation (from 11 May 2015 until 11 October 2015) of art exhibits comprising sculptures, other settings for artist and community events and related temporary structures including ‘pop up’ cafes/shops and associated pavilions for the Southbank Centre's Festival of Love.

2.2 The proposed temporary exhibits requiring planning permission include:

   - The Queen's Walk
     - Carousel (12.8 metres in diameter)
     - Sponsor’s Hub (8m x 6m)
     - Artistic Seating
     - Artistic Pavilion including pop up shop (20sqm GIA)
     - Artistic beach installation (55m x 8m x 0.4m)
     - Pop-up shop (36sqm GIA)
   - Hungerford Bridge
     - Artistic installation including pop up café (210sqm GIA)
     - Artistic Urban Environment including 2 pop up cafes (518sqm GIA)
   - Hayward Slip Road
     - Digital Artistic Sculpture (6m x 16m x 8m)
     - Light Installation (400sqm area covered by canopy)
     - Pop up artistic installation (Double decker bus)
   - Southbank Centre Square
     - Artistic installation (4m diameter)
   - Belvedere Road
     - Light installation (0.2m x 0.4m)
Mandela’s Walk
- Artistic Installation with suspended elements (Level 2)
- Artistic installation (Sliding Gates) (Level 2)

Royal Festival Hall Terrace
- Suspended Artistic Garland Installation (2,000sqm area covered by canopy) (Level 2)
- Artistic Installation. Elevated walkway from the Queens Walk frontage. (23m x 11m x 6m) (Level 2)
- Artistic water installation (6m x 6m x 5m) (Level 2)
- Artistic installation (250sqm) (Level 2)
- Artistic Sculpture covering 400sqm (Level 5)

Queen Elizabeth Hall Terrace
- Suspended Artistic Garland Installation (900sqm area covered by canopy) (Level 2)

Queen Elizabeth Hall West
- Suspended garland installation (300sqm area covered by canopy) (Level 2)
- Artistic Pavilion (Level 2)

Queen Elizabeth Hall East
- Artistic installation (3m x 3m x 2m) (Level 2)
- Roundabout dome structure (178sqm GIA) (Level 2)

Hayward Terrace
- Suspended garland installation (300sqm area covered by canopy) (Level 2)
- Shop (32sqm GIA) (Level 2)
- Ticket Office (17sqm GIA) (Level 2)
- Light installation (Level 3)

Hayward West
- Artistic slide installation (10m x 4m x 20m) (Level 2)
- Artwork Housing (37.5sqm GIA) (Level 5)
- Light installation (Level 5)

2.3 Advertisement Consent is sought for the temporary display (from 11th May 2015 until 11th October 2015) of signage comprising graphic/ artistic displays and way finding signs for the Southbank Centre's Festival of Love.

2.4 Listed Building Consent is sought for the attachment (by temporary adhesive) of one graphic panel on the north elevation (level 5 (fourth floor)) of the Royal Festival Hall from 11th May 2015 until 11th October 2015 in association with Southbank Centre's Festival of Love.

2.5 All the exhibits are temporary and will be removed from the site at the conclusion of the Festival of Love. The proposed dates of the event are as follows:

Installation period: 11th May 2015 to 5th June 2015
Public opening period: 6th June 2015 to 27th September 2015
De-installation period: 28th September 2015 to 11th October 2015
2.6 The proposed general opening hours of the Festival are 10.00 – 23.00 Monday to Sunday. However, the ‘pop-up cafes and other facilities proposed will operate from 8am. This is in general conformity with previous years where festivals have run across the site (2011-2014). However, the three pop-up cafes under Hungerford Bridge are intended to be operational by the 23rd May 2015.

2.7 The 2015 summer festival theme is ‘Love’.

2.8 Amendments

2.9 The Exhibit Schedule has been amended to remove reference of the festival demarcation within the Jubilee Gardens.
3 RELEVANT PLANNING HISTORY

3.1 The current application has been submitted as part of an ongoing PPA between the Southbank Centre and the Council. The festival programme was recently presented to the Council’s Strategic Panel and members were generally supportive of the ongoing arts and cultural events being brought forward by the Southbank Centre. The proposals in the current application were subject to pre-application discussions with Council Officers.

3.2 11/00505/FUL - Installation of art exhibits comprising of sculptures, bandstand, beach hut and associated related structures for a temporary period from 21st March 2011 to 25th September 2011 for the Festival of Britain 60th Anniversary Celebration. Approved 20.06.2011.


3.4 11/04332/FUL - Conditional planning permission granted for the Temporary installation (from 21st March 2012 to 7th October 2012) of art exhibits comprising sculptures, other settings for artist and community events and related temporary structures, including 'pop up' cafes, market stalls, bandstand and associated exhibits for the Festival for the World. Including temporary display (from 21st March 2012 to 7th October) of signage comprising graphic/artist displays, wayfinding signs and light/film projections for the festival of the world. Approved 02.04.2012.

3.5 13/00276/FUL - Application approved for the Temporary installation (from 19th April 2013 to 11th October 2013) of art exhibits comprising sculptures, other settings for artist and community events and related temporary structures including 'pop up' cafes/shops and associated pavilions for the Festival of Neighbourhood. Approved 13.03.2013.

3.6 13/00277/ADV - Temporary display (from 19th April 2013 to 11th October 2013) of signage comprising graphic / artistic displays and wayfinding signs for the Festival of Neighbourhood. Approved 14.03.2013.

3.7 14/01202/FUL - Temporary installation (from 20th May 2014 to 30th September 2014) of art exhibits comprising sculptures, other settings for artist and community events and related temporary structures including 'pop up' cafes/shops and associated pavilions for the 'Festival of Love'. Approved 23.05.2014.

3.8 14/01203/ADV - Temporary display (from 28th April 2014 to 30th September 2014) of signage comprising graphic/artistic displays and wayfinding signs for the 'Festival of Love'. Approved 28.05.2014.

4 CONSULTATIONS

4.1 Consultees
- Statutory
  TFL Road Network Development - Comments Received 19/03/2015 – Given “the scale, nature and location of the proposal TfL has no concerns”.
  Network Rail - No response
  English Heritage - No response
  Ancient Monuments Society - No response
4.2 **Adjoining owners/occupiers**

4.2.1 A site notice was displayed from 20th March 2015 to 10th April 2015 and the application was advertised in the local paper on 20th March 2015. The formal consultation period ends on 10th April 2015. In response to consultation 1 letter of representation has been submitted. Any comments received after the publication of this report will be (1) reported by way of addendum; and/or (2) reported verbally at Committee.

4.2.2 1 letter of objection was received; a summary of the concerns raised is set out below:

<table>
<thead>
<tr>
<th>Summary of objections</th>
<th>Response</th>
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<tbody>
<tr>
<td>Other</td>
<td></td>
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<tr>
<td>The location of art structures would block views of the lower part of the Southbank Centre which would impact on the footfall of customers to the local businesses.</td>
<td>See para. 6.1.8.</td>
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</tbody>
</table>

4.3 The applicant has entered into a Planning Performance Agreement (PPA) with the Local Planning Authority regarding their on-going festival period. This agreement allows for pre-application advice to be given, ahead of the submission of the festival applications.

4.4 As part of the PPA, the festivals program was presented to the Council’s Strategic Panel on 12th February. The Panel includes the Leader of the Council, the lead members for Planning & Regeneration, the Council’s Design Champion and the Chair of the Planning Applications Committee. The lead member for Neighbourhoods was also present. The Panel were broadly supportive of the applicant’s Festival Programme.

4.5 The application and the South Bank Centre’s Festival program was presented to the Council’s Technical Briefing on 23rd March 2015. The Technical Briefing is for members of the Planning Applications Committee and Ward Members. The purpose
of this briefing is for technical matters to be presented to members to aid their understanding of the details of the application.

5 POLICIES

5.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning decisions to be made in accordance with the development plan unless material considerations indicate otherwise.

5.2 The development plan in Lambeth is the London Plan 2015 (Further Alterations of London Plan), the Lambeth Local Development Framework Core Strategy (2011) and the remaining saved policies in the Lambeth Unitary Development Plan 2007 (policies saved beyond 5th August 2010 and not superseded by the LDF Core Strategy 2011).

5.3 The National Planning Policy Framework was published in 2012. This document sets out the Government’s planning policies for England including the presumption in favour of sustainable development and is a material consideration in the determination of all applications.

5.4 The current planning application has been considered against all relevant national, regional and local planning policies as well as any relevant guidance. Set out below are those policies most relevant to the application, however, consideration is made against the development plan as a whole.

5.5 The London Plan (2015) (FALP)

Policy 1.1 – Delivering the Strategic Vision and Objectives for London
Policy 2.1 – London in its Global, European and United Kingdom Context
Policy 2.10 – Central Activities Zone – Strategic Priorities
Policy 2.11 – Central Activities Zone – Strategic Functions
Policy 2.18 – Green Infrastructure: The Network of Open and Green Spaces
Policy 4.5 – London’s Visitor Infrastructure
Policy 4.6 – Support for and Enhancement of Arts, Culture, Sport and Entertainment Provision
Policy 7.3 – Designing Out Crime
Policy 7.5 – Public Realm
Policy 7.8 – Heritage Assets and Archaeology
Policy 7.11 – London View Management Framework
Policy 7.12 – Implementing the London View Management Framework
Policy 7.17 – Metropolitan Open Land
Policy 7.29 – The River Thames

5.6 Lambeth Local Development Framework Core Strategy (2011)

Policy S1 – Delivering the Vision and Objectives
Policy S3 – Economic Development
Policy S4 – Transport
Policy S5 – Open Space
Policy S7 – Sustainable Waste Management
Policy S9 – Quality of the Built Environment
Policy PN1 – Waterloo
5.7 **London Borough of Lambeth Unitary Development Plan (2007): ‘Policies saved beyond 5 August 2010 and not superseded by the LDF Core Strategy January 2011’**

Policy 7 - Protection of Residential Amenity  
Policy 9 - Transport Impacts  
Policy 14 - Parking and Traffic Restraint  
Policy 29 - The evening and late night economy, food and drink and amusement centre uses  
Policy 30 - Arts and Culture  
Policy 31 - Streets, character and layout  
Policy 32 - Community Safety/Designing out Crime  
Policy 33 - Building Scale and Design  
Policy 37 - Shopfronts and Advertisements  
Policy 39 - Streetscape, landscape and public realm design  
Policy 45 - Listed buildings  
Policy 47 - Conservation Areas  
Policy 50 - Open Spaces and Sport Facilities  
MDO 94 - The South Bank Arts Complex

### 6 ASSESSMENT

#### 6.1 Land Use

6.1.1. The South Bank is located within the Central Activities Zone (CAZ) and is an established centre for arts and culture. The London Plan acknowledges the area as an arts and culture quarter. Core Strategy Policy S3 supports leisure and cultural activities and other tourist attractions in the Central Activities Zone. Policy PN1 – Waterloo also supports cultural and arts uses particularly in the South Bank/Riverside area.

6.1.2. Saved Policy 30 of the UDP supports and promotes the role of the South Bank as Europe’s premier arts and cultural facility. Part (c) of the policy states that the council will seek to secure enhanced or increased provision of arts and cultural uses and public arts.

6.1.3. The London Plan identifies The South Bank as being a strategically important area for arts, culture and entertainment in London which provides some of the most exciting opportunities in London for the development of arts and cultural facilities in the foreseeable future. The hosting of arts and cultural events is fundamental and central to the historical function of the South Bank and as such the exhibits to facilitate the Festival of Love would serve to promote its role as Europe's premier arts and cultural facility. The exhibits would provide a facility and event that would bring benefit to the community and would likely attract significant additional footfall to the South Bank, adding to its vibrancy and vitality for the duration of the festival.

6.1.4. The proposed temporary Summer Festival has been running annually over the last five years, with planning permissions in 2011, 2012, 2013 and 2014. The proposed development is considered to be compliant with the aims of Policy S3 and PN1 of the Lambeth Core Strategy.

6.1.5. Policies S3 and PN1 of the Core Strategy deal with economic development and the aims and aspirations for the wider Waterloo area. They support the vitality and
vibrancy of the neighbourhood, particularly through the promotion of arts and cultural activities. The South Bank is identified as a particular focus for cultural and leisure uses and it is considered that the proposed temporary scheme would contribute to this aspiration over the summer period. As such it is considered that the proposed scheme would enhance the riverside location as an important destination.

6.1.6. Policy 30 of the UDP states that commercial development associated with arts and cultural uses will be permitted where they are ancillary and complementary to the arts or cultural uses, and where there is a clear and lasting benefit to the arts or cultural uses. In this instance it is considered that the proposed pop up cafes and pop up shops would be complementary to the proposed artistic installations, thereby supporting their functions as entertainment and leisure attractions. As such it is considered that the proposed development is in compliance with Policy 30.

6.1.7. Policy 50 of the Council’s UDP states that the Council will protect open space from inappropriate built development - this includes development that would result in the loss or damage to open space. The Queen’s Walk is designated Public Open Land with the Council’s UDP. It is considered that the encroachment of the application site onto this designated area is considered to be minor in nature and given the temporary status of the proposals it is considered that they would not result in any permanent harm.

6.1.8. The hosting of arts and cultural events is fundamental and central to the more recent ‘historic’ function of the South Bank. The temporary nature of the proposed development would not result in a significant or lasting impact upon the Hungerford Coach Park, the Queen’s Walk or Jubilee Gardens. It would contribute to the predominate character and function of the Southbank Centre as an arts and cultural quarter. It is noted that an objection has been received from a local business owner on the basis that the location of art structures would block views of the lower part of the Southbank Centre which would impact on the footfall of customers to the local businesses. It is considered that given the temporary nature of the festival that there would not be any long term impacts to any business as a result of the proposed artistic structures. Notwithstanding this, the festival as a whole would provide a facility and event that would bring benefit to the community and would likely attract significant additional footfall to the area. Overall, it is considered to be compliant with the policy context in respect of both the principle of the temporary proposal, and in land use terms.

6.2 Design and Conservation

6.2.1. Policy S9 of the Core Strategy states that the Council will improve and maintain the quality of the built environment by seeking the highest quality of design in all new buildings, alterations and extensions. Policy 47 of the UDP requires that all development should preserve or enhance the character and appearance of the conservation area. Policy 45 of the UDP requires that all development should preserve the special interest of listed buildings.

6.2.2. Policy 7.12 of the London Plan states that new development should not harm, and where possible should make a positive contribution to, the characteristics and composition of the strategic views and their landmark elements. It should also preserve or enhance viewers’ ability to recognise and to appreciate strategically important landmarks in these views. Policy 7.29 advises that the River Thames is a strategically important and iconic feature of London and that its role should be protected and promoted.
6.2.3. The proposed development would involve the installation of various exhibits and artistic installations across the South Bank Complex. The majority of the installations would be freestanding with only a small number of installations needing to be hung off existing fixings on the facades of Royal Festival Hall, Hayward Gallery and Queen Elizabeth Hall; this is similar to previous summer festival events.

6.2.4. The Queens Walk measures between 12 metres and 20 metres wide in the area of the proposed festival installations. Figure 3 below shows that the installations on Queens Walk would keep Queens Walk clear and allow for the free movement of pedestrians as a continuous 6 metre wide public walkway will be maintained.

![Figure 3: Proposed Site Plan](image)

6.2.5. In terms of scale, position and design the structures and installations would be similar to others which have previously been considered acceptable and approved as part of summer events in the area as discussed in the planning history section of this report. Images of some of the proposed structures are shown below.

![Figure 4: Slide installation and example of a Pop-Up Shop / Cafe](image)
6.2.6. During the Festival of Love, an exhibition by Carsten Höller will take place at the Hayward Gallery featuring a wide range of work in different media representing his artistic output from the past 20 years including many works which have been seen in the UK before or which will be created especially for this exhibition. As part of the exhibition, it is proposed that two slides be installed externally on the western elevation of the Hayward Gallery. Previously, a different variation of the Slides installation has been exhibited at the Turbine Hall at Tate Modern in 2006.

6.2.7. The slides would be accessed from the roof of the Hayward Gallery and would transport visitors to the Hayward Gallery’s Level 2 terrace. Access to the installation will be included in the general admission ticket for the Carsten Höller exhibition. The slides will be used as an exit from the exhibition, so the gallery capacity will self-regulate the use of the slides.
6.2.8. The slides will not function as a separate ‘amusement ride’ and no separate ticket will be purchased or obtained for the slides. All queues to access the slides will be inside the upper gallery. In line with the operating hours of the Hayward Gallery, it is proposed that the slide would be open during the following times:

Monday: 12pm – 6pm  
Tuesday Wednesday, Saturday and Sunday: 11am – 7pm  
Thursday and Friday: 11am – 8pm

The Southbank Centre have confirmed that the slide will be secured at night and fenced off from public access. The slide will also be routinely patrolled throughout the day and night by Southbank Centre’s existing security staff.

6.2.9. The Southbank Centre proposes to install an external temporary performance space, known as the Roundabout auditorium, to the east of the Queen Elizabeth Hall. The Roundabout auditorium is a portable ‘in-the-round’ amphitheatre. The Roundabout auditorium would be in place for a 6 week period from 08th June 2015 to 18th July 2015. Installation would run from 1st June 2015 to 7th June 2015 and de-installation would run from 19th July 2015 to 22nd July 2015.

6.2.10. The Roundabout auditorium seats 110 people and consists of a self-contained covered performance space, with inbuilt sound and lighting, located within a 15m diameter dome tent structure. The auditorium is intended to provide an exciting and intimate arts and cultural performance space. The space would be used for small shows, such as solo theatre performances, talks and standup comedy.

6.2.11. In line with the wider Festival operating hours, the proposed daily opening hours will be 10am to 11pm Monday to Sunday. All performances will be ticketed to ensure the capacity of the space is not exceeded. Alcohol will not be sold from the Roundabout and Roundabout will only be used as a performance or participatory arts activity space.

6.2.12. With respect to the specific design and aesthetic form of the exhibits and installations, Conservation and Design officers have not raised any undue concerns given that the proposals follow on from similar festivals and events over the past number of years. Similar to previous years, the applicants have provided a detailed ‘Exhibit Schedule’ which sets out the detailed information of each exhibit and installation.

6.2.13. Officers consider that any concerns over the scale, massing and bulk of the proposed exhibits and installations is mitigated by the fact that they would only be in place for a temporary period.

6.2.14. Given that none of the installations would be physically attached to any listed structure it is considered that there would not be any harm caused to the special interest or character of any heritage assets which would ensure that the proposals would accord with Policies 45 and 47 of the UDP. The proposals would complement the artistic and cultural character of this part of the wider ‘South Bank’.

6.2.15. The Town & Country Planning (Control of Advertisements) (England) Regulations 2007 and Circular C&LG 03/2007 Town & Country Planning (Control of Advertisements) (England) Regulations 2007 states that local planning authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors.
6.2.16. It is considered that individually, the visual impact of the proposed displays would be minimal however it is considered that the cumulative impact of the displays and installations would result in a substantial visual presence in and around the Southbank Centre Complex.

Figure 7: Proposed graphic panel on Royal Festival Hall

6.2.17. The displays and installations would be in place for a temporary period for the duration of the summer festival. The majority of the graphic content would be artistically led and not commercial. The Southbank Centre is an established arts and cultural centre and events such as that which is proposed with this application, along with the associated signage, have been hosted in the recent past including the Festival of Love in 2014, the Festival of the Neighbourhood in 2013, the Festival of the World in 2012 and the Festival of Britain in 2011. It is therefore considered that there is a viable and overriding precedent for granting permission for such signage schemes.

6.2.18. Given its temporary nature, the scheme is therefore in compliance with Polices 31, 37, 39, 45 and 47 of the Saved Unitary Development Plan along with policy S9 of the Core Strategy.

6.3. Amenity

6.3.1. Policy 7 of the Unitary Development Plan requires that development should respect that people have the right to the quiet enjoyment of their homes. In mixed use areas the scale, layout, hours of use, intensity, concentration and location of non residential uses, needs careful consideration and may require specific controls to protect residential amenity.

6.3.2. The proposed development will be situated in one of the busiest tourist areas in central London comprising the internationally renowned South Bank Arts Centre, The London Eye and County Hall. The nature of the South Bank area is such that it accommodates large numbers of visitors on a regular basis and as such it is considered that the location is appropriate for hosting a festival of this scale. In terms of potential noise and disturbance generated by visitors to the Festival of Love, the proposal would not have a significantly greater impact on residential amenity above that of the existing uses in the area. Its operation will be in line with previous years.

6.3.3. The extent and scale of the proposed exhibits would be similar to that of previous festivals. In the determination of these previous applications it was deemed that due to the nature of the Southbank Centre and the large distances from the nearest
residential properties, there would not be an unacceptably harmful impact on the residential amenity of the nearest residential occupiers.

6.3.4. In line with previous applications, this application seeks permission for the festival to be open to the public on a general basis from 10.00 – 23.00 Mondays to Sundays, however, a small number of shops and cafes would be open from 08.00 onwards (within the area of the Queen’s Walk and under Hungerford Bridge). This operating pattern was deemed to be acceptable within the context of previous years. The proposed Carsten Höller slide installation would operate Monday: 12pm – 6pm, Tuesday Wednesday, Saturday and Sunday: 11am – 7pm and Thursday and Friday: 11am – 8pm.

6.3.5. It is noted that no objections have been received from neighbours or from internal consultees in connection with the proposed hours of operation which is similar to previous years events. It is outlined within the Operating Statement that public consultation will take place with the residents prior to the festival and residents will be provided with a mobile and landline number by which they can communicate with the Festival Duty Manager in respect of noise and any other concerns with the operation of the site. Notwithstanding this, should the application be approved conditions would be included to ensure that no amplified sound, speech or music which should be audible outside the site between the hours of 11pm and 9am. This follows the arrangements and conditions imposed upon previous consents.

6.3.6. With respect to deliveries and servicing, these will take place via the private service road to the site that runs from Belvedere Road adjacent to Hungerford Bridge railway arches and the Southbank Centre (Royal Festival Hall Service Road) and via the private service road to the site that runs from Belvedere Road adjacent to the Royal Festival Hall and Queen Elizabeth Hall (Queen Elizabeth Hall Service Road). All deliveries will be made to the site between 7am – 10am and 4pm – 7pm Monday to Saturday. Where possible deliveries will not be made to the site between 10am – 4pm or 7pm – 11pm, as these are peak footfall times. No deliveries will be made between 11pm and 7am. These hours are considered acceptable and would be unlikely to give rise to undue disturbances to neighbours. They follow the same hours as previous festival events, and as per SBC general delivery and servicing hours.

6.3.7. The existing street lighting along The Queen’s Walk, Southbank Square and surrounding buildings would be used to illuminate the event. Any installation requiring additional atmospheric lighting will be incorporated into the design of the exhibit and will be switched off at 11pm. The proposed light illumination will not exceed the illumination levels of the existing lighting. Given this and the distance to the nearest residential properties there would be no detrimental impact with respect to light pollution to neighbouring properties.

6.3.8. The hosting of arts and cultural events is fundamental and central to the function of the South Bank and in light of the above assessment it is considered that this temporary development would not result in any undue impacts on the amenity of local residents.

6.4. Transport

6.4.1. Saved UDP Policy 9 advises that planning applications will be assessed for their transport impact on highway safety, on the environment and road network and on all transport modes including public transport. There should be adequate access and servicing for proposed developments. Furthermore, Policy 31 requires that layouts
promote community safety by being designed to minimise traffic conflict between vehicles and pedestrians and have efficient internal circulation as well as integrate with the existing road network in a convenient manner including for emergency service vehicles and where appropriate buses.

6.4.2. The application site has a PTAL rating of 6b which is considered excellent access to public transport. The site is in close proximity to buses, rail and tube links and there are three Barclays Cycle Hire Docking Stations close to the site, on Belvedere Road and on Concert Hall Approach. Given the location of the site and the quality of public transport links serving the site it is considered that very few people will need to arrive by car. Furthermore, the excellent transport links are considered to ensure that the intensification of the site would not result in any transport capacity issues.

6.4.3. The Festival of Love will operate and be constructed in a very similar manner to previous Festivals which did not result in any adverse impact to the safety or operation of the surrounding public highway nor did they result in any undue obstruction to the various rights of way that run through the site. With this in mind it is considered that the proposed development would have a similarly negligible impact.

6.4.4. The applicant has submitted a comprehensive Management Plan which covers all aspects of how the site would operate during the event period and also a stand alone Delivery and Servicing Plan which sets out how the site would be serviced. The submitted plan has been prepared in full appreciation of the other events (Udderbelly / London Wonderground) that take place in the South Bank. The plan demonstrates that the two events can operate for the duration of their permitted consents without having a harmful impact on safety and efficiency of the highway, route networks and local passenger transport capacity. A condition is recommended to ensure that the site is operated in accordance with these plans, as previous festivals have been similarly controlled.

6.4.5. There are no objections on transport and highway grounds as the development is considered to result in no unacceptable impacts which would be to the detriment of the highway users. The scheme therefore complies with Polices 9 and 31 of the UDP.

6.5. Crime Prevention / Public Safety

6.5.1. Saved Policy 32 of the Unitary Development Plan states that development will not be permitted where opportunities for crime are created or where it results in an increased risk of public disorder. This requirement is contained within Section 17 of The Crime and Disorder Act 1998 which imposes an obligation on the Local Planning Authority to consider crime and disorder reduction in the assessment of planning applications.

6.5.2. The Council’s Crime Prevention officers were consulted on the application. Although no specific comments were received, officers were consulted on the previous and materially similar application in 2011/2012 and comments were received in relation to those applications. Officers were of the view that the proposed festival would not cause any insurmountable problems in terms of public safety or the opportunities for crime. The only potential additional risk factor identified will be due to the increase in numbers on the South Bank which may include tourists with less awareness of street crime so acquisitive and opportunistic crime may well increase. As such, should the application be approved an informative would be included on the permission advising the applicant of this risk factor.
6.5.3. The applicant has submitted an operating statement within which it is demonstrated that consideration has been given to security measures and the safety of visitors to the festival. Furthermore, it is noted that previous festivals held on the site have operated without significant problems in terms of public safety. The Southbank Centre project 6.5 million visitors to the site during the period of the Festival of Love 2015 which is similar to the number of visitors to the Festival in 2014. The Southbank Centre have projected potential interaction with the Festival of Love offer as 30% of total visitors. This is based on quantitative market research conducted with site visitors during the Festival of Love during summer 2014, combined with manual footfall counting at several locations across the site and at entrances into/out of the RFH during the same time period. These figures are well within Southbank Centres capabilities of management and there is no identifiable concerns being raised in regards to crowd control. Notwithstanding this, throughout the Event, the existing Southbank Centre site security measures will be in place to ensure full coverage of not only the festival but the existing programme of events throughout the site.

6.5.4. Subject to a condition stating that the festival shall operate in accordance with the operating statement, officers consider that the application will be acceptable in terms of public safety and is in accordance with Policy 32 of the UDP.

6.6. Refuse and waste management

6.6.1. Policy S8 of the Core Strategy deals with sustainable waste management. It provides overarching requirements for waste management.

6.6.2. The submitted operating statement sets out the details and arrangements for waste collection and refuse storage. Refuse containers will be provided in and around the festival area in order to maintain a clean site. The applicant has confirmed that regular checks of the site and surrounding area will be undertaken to ensure the area is free of litter throughout the day. Furthermore, it states that the exhibitors, cafe operators and the Southbank Centre will manage the final clean-up of the site, ensuring it is returned to its original condition. Officers raise no objection to the approach being proposed.

6.6.3. Subject to the condition requiring adherence to the details contained within the operating statement, it is considered that the application is acceptable from a waste and refuse perspective and is in accordance with Policy S8 of the Core Strategy.

7. CONCLUSION

7.1. The proposed festival activities represent an acceptable use of the Southbank area. The proposal will not have a significant adverse affect on pedestrian flows along Queens Walk. This section of the Queens Walk is considered wide enough to cope with anticipated pedestrian footfall generated by the festival. A continuous 6 metre wide public walkway will be maintained along the Queens Walk. In this context the use of the site for a purpose such as that proposed is considered acceptable.

7.2. The proposal is consistent with the Councils’ policies for the area in relation to arts, cultural and entertainment uses. The use is considered to be compatible with other cultural uses in the vicinity. In addition, it is considered that there would not be any harm caused to the special interest or character of any heritage assets.
7.3. The proposed signage would be in place for a temporary period for the duration of the summer festival. None of the displays would be permanently physically attached to any heritage asset. The applicant has confirmed within the Design and Access Statement that the majority of the graphic content is artistically led and not commercial. The Southbank Centre is an established arts and cultural centre and events such as that which is proposed within this application have been hosted in the recent past including the Festival of Love in 2014, the Festival of the Neighbourhood in 2013, the Festival of the World in 2012 and the Festival of Britain in 2011. It is therefore considered that there is a viable and overriding precedent for granting permission for such signage schemes.

7.4. The submitted supportive information adequately address the issues of visitor management and other operational issues pertaining to the proposed use and these shall be approved as part of the planning permission and will be conditioned to ensure that the ‘Festival of Love’ operates in accordance with these documents. In addition, it is considered that supporting information with the application demonstrates clearly that the Festival of Love and the ‘Udderbelly’ / London Wonderground festivals can operate simultaneously in a harmonious manner without impacting on amenity and local highway and transport capacity.

8. **RECOMMENDATION**

8.1. Grant conditional planning permission.

8.2. Grant conditional advertisement consent.

8.3. Grant conditions listed building consent.

**Conditions**

**Planning Permission**

1. The development hereby approved shall be for a limited period only, carried out between the 11th May 2015 and the 11th October 2015, including installation and de-installation. All buildings, structures or associated equipment carried out under this permission shall be removed by no later than the 11th October 2015.

   *Reason: To ensure future control and protection of the Metropolitan Open Land and the character and appearance of the surrounding conservation area (Policies 47 and 50 of the Saved Unitary Development Plan).*

2. The development hereby permitted shall be carried out in accordance with the approved plans listed in this notice.

   *Reason: For the avoidance of doubt and in the interests of proper planning.*

3. The proposed Roundabout auditorium hereby approved shall be for a limited period only, carried out between the 1st June 2015 and the 22nd July 2015, including installation and de-installation. All buildings, structures or associated equipment shall be removed by no later than the 22nd July 2015.
Reason: To ensure future control and protection of the Metropolitan Open Land and the character and appearance of the surrounding conservation area (Policies 47 and 50 of the Saved Unitary Development Plan).

4. There shall be no amplified sound, speech or music which is audible outside the festival site or the ‘Dome’ structure between the hours of 23.00 and 09.00hrs Monday to Sunday.

Reason: To protect the amenities of adjoining occupiers and the surrounding area. (Policies 7 and 29 of the Saved Unitary Development Plan along with policy 4A.20 of the London Plan.

5. Amplified noise levels within the festival, up to 23.00hrs shall be restricted so as not to exceed 65 dB(LAeq) over any 15 minute period when measured at any Live Band or Recorded Music.

Reason: To protect the amenities of adjoining occupiers and the surrounding area. (Policies 7 and 29 of the Saved Unitary Development Plan along with policy 4A.20 of the London Plan.

6. Subject to Condition 7, the use of the site hereby permitted shall not begin before 9.00am on any day of the week.

Reason: To protect the amenities of adjoining occupiers and the surrounding area. (Policies 7 and 29 of the Saved Unitary Development Plan along with policy 4A.20 of the London Plan.

7. The festival shall cease to operate at 23.00 Monday to Sunday.

Reason: To protect the amenities of adjoining occupiers and the surrounding area. (Policies 7 and 29 of the Saved Unitary Development Plan along with policy 4A.20 of the London Plan.

8. The pop-up cafes and shops associated with the festival in the area of the Queen's Walk and beneath Hungerford Bridge shall not begin operating before 8am and shall cease to operate at 23.00 Monday to Sunday and all customers shall vacate the premises within 30 minutes of service ceasing.

Reason: To protect the amenities of adjoining occupiers and the surrounding area. (Policies 7 and 29 of the Saved Unitary Development Plan along with policy 4A.20 of the London Plan.

9. Lighting associated with the development hereby approved shall not operate after the hours of 23:00hrs Monday to Sunday.

Reason: To protect the amenities of adjoining occupiers and the surrounding area. (Policy 7 of the Saved Unitary Development Plan along with policy 4A.20 of the London Plan.

10. The development hereby approved shall be managed strictly in accordance with the operating statement and the delivery and servicing management plans (Received 25th February 2015).
Reason: To protect the amenities of adjoining occupiers and the surrounding area. (Policies 7 and 29 of the Saved Unitary Development Plan along with policy 4A.20 of the London Plan.

11. No structures should be located within 1 metre of any part of an existing tree and no existing trees within or adjacent to the site shall be felled, pruned, uprooted, damaged or otherwise disturbed without the prior written agreement of the Local Planning Authority.

Reason: To ensure the retention of, and avoid damage to, the existing trees to be retained that are situated on or adjacent to the site that represent an important visual amenity to the locality and wider area (Policy 39 of the Saved Unitary Development Plan (2007)).

12. No signage, notices or information boards of any kind shall be fixed to any retained tree by using invasive methods (drilling, nailing or screw fixtures).

Reason: To ensure the retention of, and avoid damage to, the existing trees to be retained that are situated on or adjacent to the site that represent an important visual amenity to the locality and wider area (Policy 39 of the Saved Unitary Development Plan (2007)).

13. Should at any stage during the course of the development, the lighting hereby approved result in a hazard to river traffic, the lighting shall be adjusted so as to remove the hazard and ensure safe passage for boats on the River Thames in accordance with details to be submitted to and approved by the Local Planning Authority following prior discussion and agreement with the Port of London Authority.

Reason: To protect the amenity of the surrounding area (policies 7 and 29 of the Saved Unitary Development Plan).

Advertisement Consent

1. This permission shall be for a limited period only, expiring on the 11th October 2015. On or before that date the display of the advertisement hereby permitted shall cease and, the advertisement and any structures or associated equipment carried out under this permission shall be removed.

Reason: To protect the visual amenity of the wider conservation (Policy 47 of the London Borough of Lambeth Unitary Development Plan (UDP) 2007: Policies saved beyond 5 August 2010 and not superseded by the LDF Core Strategy January 2011).

2. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.


3. The advertisement(s) hereby granted express consent shall not be erected or maintained in any manner or usage other than in the manner or usage approved by
this consent and shall not display any moving, or apparently moving images. The
advertisements shall be erected strictly in accordance with the approved plans.

Reason: To comply the requirements of Regulation 14 (3)(a) & (b) of the Town &
Country Planning (Control of Advertisements) (England) Regulations 2007

4. No advertisement shall be sited or displayed so as to:

(a) endanger persons using any highway, railway, waterway, dock, harbour or
aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or
aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or
surveillance or for measuring the speed of any vehicle.

Reason: To comply with Schedule 2 of Part 5 of the Town and Country Planning

5. Any advertisement displayed, and any site used for the display of advertisements,
shall be maintained in a condition that does not impair the visual amenity of the
site.

Reason: To comply with Schedule 2 of Part 5 of the Town and Country Planning

Listed Building Consent

1. This consent shall be for a limited period only, expiring on the 11th October 2015. On
or before that date the display of the advertisement hereby permitted shall cease
and, the advertisement shall be removed. The Royal Festival Hall shall be returned to
its existing state unless the prior written approval of the Local Planning Authority is
obtained to any variation.

Reason: To ensure protect the special interest of the listed building and visual
amenity within the wider conservation area (Policy 45 of the London Borough of
Lambeth Unitary Development Plan (UDP) 2007: Policies saved beyond 5 August
2010 and not superseded by the LDF Core Strategy January 2011)

2. The development hereby permitted shall be carried out in accordance with the
approved plans listed in this notice.

Reason: For the avoidance of doubt and in the interests of proper planning.

Informatives

1 This decision letter does not convey an approval or consent which may be required under
any enactment, by-law, order or regulation, other than Section 57 of the Town and Country
Planning Act 1990.

2 Your attention is drawn to the provisions of the Building Regulations, and related
legislation which must be complied with to the satisfaction of the Council’s Building
Control Officer.
3 You are advised of the necessity to consult the Council’s Highways team prior to the commencement of construction on 020 7926 9000 in order to obtain necessary approvals and licences prior to undertaking any works within the Public Highway including Scaffolding, Temporary/Permanent Crossovers, Oversailing/Undersailing of the Highway, Drainage/Sewer Connections, Hoarding, Excavations (including adjacent to the highway such as basements, etc), Temporary Full/Part Road Closures, Craneage Licences etc.

4 Given the expected number of visitors to the festival, the applicant is advised that there maybe an increased risk of acquisitive and opportunistic crime being committed. Visitors are likely to consist of large numbers of foreign tourists without awareness of these likely risks. The applicant is advised that measures should be implemented to make visitors aware of the risk and to minimise the likelihood of such crimes occurring.

5 Should the lighting of the approved exhibits prove to be a hazard to river traffic, the lighting shall be adjusted so as to remove the hazard and ensure safe passage for boats on the River Thames. The applicant is advised to contact Lucy Owen of the Port of London Authority on 01474 562384 or lucy.owen@pla.co.uk for further information.

6 In order to manage the impacts on the public transport network the applicant should share the details of the event with London Underground’s events team. This information should include the expected number of attendees and the associated timings of the event. This would allow TfL to plan accordingly based on flow levels at nearby London Underground stations.