

Application ref: 2023/0963/A
Contact: Duty Determination Team
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Date: 25 April 2023

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Mr Nicholas Foxon
991 Great West Road
Brentford
TW8 9DN

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Bus Stop O/S 2-16 Procter Street
London
WC1V 6LF**

Proposal: Display of double sided digital screen to replacement bus stop.

Drawing Nos: Site Location Plan, Advertised Shelter Design, Bus Shelter Technical Description, Digital panel spec, 22271-METCS-011-02_01-DRG-CE-002 P01, Elevation Drawings

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 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: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 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: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The advertisement display shall be statically illuminated and the intensity of the illumination of the digital sign shall not exceed 2500 candelas per square metre during the day and 400 candelas per square metre during the hours of darkness in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

Reason: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D1, D4, A1 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising.

- 7 The digital sign shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).

Reason: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D1, D4, A1 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising.

- 8 The minimum display time for each advertisement shall be 10 seconds.

Reason: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D1, D4, A1 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising.

- 9 The interval between advertisements shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including fading, swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

Reason: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D1, D4, A1 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising.

- 10 No advertisement displayed shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

Reason: To ensure that the advertisement does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D1, D4, A1 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising

- 11 The footway and carriageway on the Transport for London Road Network (TLRN) and Strategic Road Network (SRN) must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic.

Reason: To ensure that the advertisement does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D1, D4, A1 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising.

Informative(s):

- 1 Advertisement consent is sought for the display of a double-sided digital screen at the proposed replacement bus stop located outside Eagle House. The application site is neither listed nor located within a conservation area. The proposed replacement bus stop would be located adjacent to the existing one on the east side of Procter Street, approx. 3m to the southwest of the existing. There is a digital double-sided screen at the existing bus stop.

The size, design, location and method of illumination are considered acceptable. The screens would appear as integrated within the bus shelter structure. There are other examples of digital displays in this vicinity, including the screen on the road bridge elevation at 1-11 Procter Street and other freestanding double sided digital screens along Procter Street. The position of the proposed replacement advertisement panel is thus not considered unduly dominant in the street scene.

Lower levels of illumination during the hours of darkness and restrictions on the rate of change of the display are secured by condition attached to this consent. In addition, it is recommended that luminance level is limited to 400 candelas at night (below that recommended by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015) and 2,500 candelas during the day to ensure that the visual impact of the addition on the wider area is limited. On balance, the proposed screen would not be considered significantly harmful to neighbouring occupiers.

In terms of size, siting and method of illumination the proposal is not considered detrimental to highways safety. As the advertisement would be seen by drivers in moving traffic this permission includes a condition that restricts the display of moving images. On balance, the location of the advertisement within the highways network is not considered to be hazardous to vehicular or pedestrian traffic and therefore raises no public safety concerns.

The proposal is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D4 and T1 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

[https://www.gov.uk/appeal-planning-decision.](https://www.gov.uk/appeal-planning-decision)

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned in the upper left corner of the page.

Daniel Pope
Chief Planning Officer