

Application ref: 2023/0962/A
Contact: Duty Determination Team
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Date: 27 April 2023

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Mr Nicholas Foxon
JCDecaux UK LTD
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 Red Lion Square Gardens
Red Lion Square (Western side)
Procter Street
WC1R 4SG

Proposal: Display of double sided internally illuminated static sequential paper advertising screen to bus stop.

Drawing Nos: Site Location Plan, Elevation Drawings, 22271-METCS-011-02_01-DRG-CE-001 P01, Design Spec (prepared by JCDecaux), Structure Design

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

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 The advertisement display shall be statically illuminated and the intensity of the illumination of the sequential sign shall not exceed 450 cd/m².

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, D2, D4, A1 and T1 of the Camden Local Plan 2017.

- 7 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, D2, D4, A1 and T1 of the Camden Local Plan 2017.

- 8 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, D2, D4, A1 and T1 of the Camden Local Plan 2017.

- 9 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, D2, D4, A1 and T1 of the Camden Local Plan 2017.

Informative(s):

1 Reasons for granting consent:

Advertisement consent is sought for the installation of double-sided paper advert screens within the proposed replacement bus stop which is being relocated approx. 7.7m south of the existing. The existing bus stop has an existing double-sided poster advertising on the existing bus stop, this consent seeks permission to relocate the screen. The application site is located on the west side of the Red Lion Square Gardens and is within the Bloomsbury Conservation Area.

The size, design, location and method of illumination are considered acceptable. The screens would appear as integrated within the bus shelter structure and the proposed paper advertising is considered acceptable within the conservation area. Given the paper advertising replaces an existing screen it is not considered to be unduly dominant or harmful to the streetscene, the setting of Red Lion Square Gardens or to the Bloomsbury conservation area in comparison to the existing situation.

The proposal is considered to preserve the character and appearance of the conservation area. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

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 Professionals' '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 double sided static sequential paper advertising 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. 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, D2, 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>.

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 above the typed name and title.

Daniel Pope
Chief Planning Officer