

Application ref: 2023/0964/A
Contact: Duty Determination Team
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Date: 11 May 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 247 - 261 High Holborn
London
WC1V 7DN

Proposal: Display of 1no. inwards-facing digital screen and 1no. outward-facing paper screen to bus stop

Drawing Nos: Site Location Plan, Digital Shelter Upgrade Appendix A Rev 1, 22271-METCS-011-02_01-DRG-CE-003 P02

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 digital sign shall not exceed 450 candelas per square metre during the day and 400 candelas per square metre during the hours of darkness. 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 D4, D2, 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 D4, D2, 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 D4, D2, 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 D4, D2, 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 D2, 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 D2, D4, A1 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising.

- 12 The advertisements hereby approved shall not be installed until the existing bus stop and advertisements are completely removed.

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

Informative(s):

- 1 Reasons for granting consent:

The proposed advertising unit would consist of a one-sided digital screen facing inwards to the bus stop and a one sided internally illuminated poster display facing externally away from the bus stop. Advertisement consent was granted in 2017 for a one-sided inward facing digital screen ref. 2017/0291/A at the existing bus stop

which is now being relocated. Due to changes to the road it is necessary to relocate the bus stop. The relocated bustop would be located adjacent to the existing on the south side of High Holborn. Following Council advice, the proposal has been amended so that only the inwards facing screen would be digital and the outwards facing screen would display poster advertising to replicate the existing kiosk. The display of digital advertising on one side therefore would not have a detrimental impact to the setting of the nearby listed building and to the wider Bloomsbury conservation area in comparison to the existing situation. The outwards-facing poster screen would not harm the character and appearance of the listed building and conservation area. It would be clearly read as an integral part of the bus shelter itself and the position of the replacement advertisement panel is thus not considered unduly dominant in the streetscene. Conditions are attached limiting the brightness of the screens to further reduce the visual impact.

One objection was received from a nearby occupier objecting to the proliferation of digital screens. The amended proposals have reduced the number of digital screens from two to one which is considered to replicate the existing situation on the streetscape.

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 site's planning history was taken into account when coming to this decision.

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.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 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 printed name.

Daniel Pope
Chief Planning Officer