

Application ref: 2024/0736/A  
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**Development Management**  
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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:  
**Ucl Eastman Dental Hospital And Institute**  
**256 Gray's Inn Road**  
**London**  
**WC1X 8LD**

Proposal:  
Display of a free standing double sided digital screen adjacent to bus stop.  
Drawing Nos: Building Design Document, Transport for London Design document and Site Plan

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 intensity of the illumination of the digital sign shall not exceed 450 candelas per square metre between dusk and dawn 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'. 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 have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting permission/consent-

The proposed bus stop shelter advertisement screen would be located within the new southbound bus stop island outside the Eastman Dental Hospital site on Gray's Inn Road. The dental hospital site is currently subject to construction works as a result of a major redevelopment project. The area in question is currently cordoned off by site hoarding and part of the carriageway is occupied by a loading lane for the adjacent construction site. These temporary arrangements are due to finish shortly and an alternative access will be used for vehicles to enter the site directly.

The current southbound bus stop is being moved southwards to a new location opposite 187-189 Gray's Inn Road. The new bus stop and shelter (as assessed under a separate application) would be provided on an island site, between the southbound cycle lane and traffic lane.

The Council's Transport officer has reviewed the information and the design and location of the digital advertising screen is considered acceptable.

In terms of amenity the screen will be illuminated at a maximum level of 450 c/dm2 which is an appropriate brightness level in relation to the location and scale of advertisement screen. This level will be secured via condition. Overall the screen will have a very limited impact on residents amenity.

The planning history of the site was taken into account when coming to this decision. One objection was received which highlighted issues of clutter and impact on pedestrians and cyclists. This location however is an island which therefore provides cyclists with cycle lanes and pedestrians zebra crossings to get to the bus stop which successfully mitigates these concerns.

As such, the proposal 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 policies of the London Plan 2021 and National Planning Policy Framework 2023.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.


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 a faint, light grey rectangular stamp. The signature is fluid and cursive.

Daniel Pope  
Chief Planning Officer