

Application ref: 2024/5628/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:

**The Leaver Building**  
**85 Clerkenwell Road**  
**London**  
**EC1R 5AR**

Proposal:

Display of double-sided digital screens to new bus shelter structure.

Drawing Nos: Site Location Plan and Images (x 9 pages); LBC Clerkenwell Road Safe and Healthy Streets scheme.

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 (Advertisements) of the Camden Local Plan 2017.

- 7 No special visual effects of any kind are permitted during the time that any message is displayed. The displayed image must not include any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).

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 (Advertisements) of the Camden Local Plan 2017.

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

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 (Advertisements) of the Camden Local Plan 2017.

- 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 have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

- 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 have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

- 11 The footway and carriageway on the 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 have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

- 12 No music or sound shall be emitted from the advertisements.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

Informative(s):

- 1 Reasons for granting consent:

The site refers to a digital display integrated within a new bus shelter structure located outside No.85 Clerkenwell Road. The proposals relate to works which form part of the Council's Clerkenwell Road Safe and Healthy Streets scheme which will introduce protected cycle lanes, and declutter footways to create a safer more accessible location for pedestrians and cyclists. see removal of street clutter. The wider proposals include reducing the number of bus stops on this part of Clerkenwell Road from 4 to 2.

This application relates to a double sided digital advertisement display integrated into a new bus shelter which is placed on a new floating bus stop island set within the carriageway away from the neighbouring buildings on the south side of Clerkenwell Road, in the Hatton Garden Conservation Area.

The double-sided digital display would form part of the structure of the proposed bus shelter forming its end panel.

Inclusion of digital displays on bus stops particularly in conservation areas or close to listed buildings are normally not acceptable and can cause harm to the character and appearance of the conservation area. However, in this instance as the proposals are part of a wider improvement project which sees a reduction in the number of bus stops, and associated adverts, and other street furniture, on balance the proposals are considered acceptable and would not result in harm to the character and appearance of Hatton Garden Conservation Area. The display is considered acceptable in terms of location, size, design, and method and level of illumination, subject to the conditions included in this decision.

Whilst the method of illumination would cause some light spill, the displays would not be significantly harmful to nearby residential amenity subject to conditions imposed.

In terms of size, siting, and method of illumination the proposal is not considered detrimental to highways safety. Due to the width of pavement and alignment of the road, the proposed display would be located at an appropriate distance from road junctions and pedestrian crossings. As they would be seen by drivers in moving traffic, the impact of the display is mitigated by restrictions secured by condition attached to this decision. These include restrictions on moving images, the rate of change of the display, intervals between displays and level of luminance during night-time hours when they would appear the most distracting to drivers. Subject to these conditions, the location of the advertisements within the shelter structure, would not be considered hazardous to vehicular or pedestrian traffic and therefore do not raise any concerns over public safety.

No objections have been received prior to making this decision. The site's planning history has been considered when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2, D4 and T1 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2021, The National Planning Policy Framework 2024, and Transport for London's Guidance for Digital Roadside Advertising 2013.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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', written in a cursive style.

Daniel Pope  
Chief Planning Officer