

Application ref: 2024/4901/A  
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JCDcaux UK Ltd  
991 GREAT WEST ROAD  
BRENTFORD  
TW8 9DN

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**Bus Shelter Outside 143-147 Camden High Street**  
**London**  
**NW1 0RR**

Proposal: Display of double-sided digital LCD screens to existing bus shelter structure no. 0107/0106. (Retrospective)

Drawing Nos: Site location plans 0107/0106, Appendix A TfL Advertised Shelter Specification V2

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 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 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 is an advertisement display integrated within the bus shelter structure located outside 143-147 Camden High Street. The street forms the A400, a primary route through the area consisting of a four lane, one-way street in a north-eastern direction towards Kentish Town, Chalk Farm and beyond. The surrounding buildings are three to five storeys in height with a mix of commercial and residential uses consistent with the character of a Town Centre. There are no listed buildings nearby, but it is within the Camden Town Conservation Area.

The double-sided digital media screen would be displayed within the structure of the bus shelter forming its end panel. It would be located on the footway on the western side of the road near a pedestrian crossing and the junction with Greenland Street. The display requires express consent due to its cumulative size

and internal illumination. While the applicant has applied for advertisement consent, the display is partially in place; the digital display facing toward the inside of the bus shelter is in operation and the externally facing element consists of an internally illuminated static poster display. The poster display has consent from 2011 whereas the digital display does not. They appear to have been in place for some time. Therefore, this decision is for retrospective consent.

The proposal is integrated into the side panel of the bus shelter, rather than the structure being designed around the digital advertisement. The advertisement is integrated into the fabric of an existing piece of street furniture, which serves a public service. Therefore it will not add further unnecessary clutter to the streetscene. The advertisement panel reads as part of this structure in both views along Camden High Street rather than a standalone digital structure. A condition is attached to limit the illumination level and the type of advertisements to be displayed to limit the visual impact of the structure is limited.

The displays would be sited adjacent to a bus lane within a one-way street where traffic is limited to a speed of 20mph. It would not obstruct sightlines towards traffic signs or signals, would be a sufficient distance from the crossing and junctions. It would also allow sufficient space for pedestrians on the footway. However, the siting of digital advertising panels has the potential to cause driver distraction and have a detrimental effect on the safe use of the highway, particularly between dusk and dawn. Therefore, road safety concerns are sought to be mitigated by conditions that minimise illumination and glare levels. They relate to the brightness of the displays, the frequency with which adverts would change, the method of change between adverts, the sequence of successive images, and the display of moving images. Subject to these conditions, on balance, the advertisements are not considered to be hazardous to vehicular or pedestrian traffic and therefore raise no public safety concerns.

The council received no objections prior to making this decision which it took into account. The council also considered the area's planning history and relevant appeal decisions when coming to this decision.

As such, the proposal is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2024.

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', is centered within a light gray rectangular box.

Daniel Pope  
Chief Planning Officer