

Delegated Report	Analysis sheet		Expiry Date:	26/05/2025
	N/A		Consultation Expiry Date:	
Officer			Application Number(s)	
Matthew Kitchener			2025/1406/A 2025/1407/A 2025/1408/A 2025/1409/A 2025/1410/A 2025/1411/A	
Application Address			Drawing Numbers	
2025/1406/A Site 1 - Chalk Farm Road, Water Lane 2025/1407/A Site 2 - Market Place 2025/1408/A Site 3 - Water Lane, Waterside Halls East 2025/1409/A Site 4 - Dockray Place 2025/1410/A Site 5 - The Quay 2025/1411/A Site 6 - Torbay Lane Hawley Wharf London NW1 8JZ			See draft decision notice	
Proposal(s)				
Replace the existing signage within the totems with 55inch digital LED screens.				
Recommendation(s):	Refuse advertisement consents			
Application Type:	Advertisement Consent			
Informatives:	Refer to decision notice.			
Consultations				
Adjoining Occupiers:	No. of responses	00	No. of objections	00
Summary of consultation responses:	No objections or other representations were received during the determination period.			

Site Description

The application sites are six standalone totem signs located within the Hawley Wharf mixed-use development:

1. 2025/1406/A: Chalk Farm Road, Water Lane
2. 2025/1407/A: Market Place
3. 2025/1408/A: Water Lane, Waterside Halls East
4. 2025/1409/A: Dockray Place
5. 2025/1410/A: The Quay
6. 2025/1411/A: Torbay Lane

The totem signs currently display location, wayfinding information and sign posting on the top half and an information map below. Hawley Wharf comprises a mixed-use development with commercial space, incorporating retail and food uses with residential units. The site is partially in the Regents Canal Conservation Area.

Relevant History

Application Site:

None relevant.

Recent appeal history

There is vast appeal history for similar types of applications on free-standing structures in Camden. The detrimental impact of digital advertising screens, in particular site contexts have been generally supported by the Planning Inspectorate, as evidenced by the weight of appeals dismissed over a significant period of time.

While the Council has been mindful throughout the application process of the need to assess the proposal on its own individual merits, taking into account any matters pertinent to the proposals in accordance with all relevant policy and guidance, all relevant appeal history has also been taken into consideration.

Bus Stop Shelter Outside 173-177 Euston Road (See Appendix A)

2024/4904/A - Display of double-sided digital LCD screens to existing bus shelter structure no. 0107/0301. Refused 22/12/2024 & appeal Dismissed 26/03/2025

Conclusion of the appeal decision:

"I therefore conclude that the proposed advertisement would have a harmful effect on the visual amenity of the area having regard to its location in relation to heritage assets".

Telephone kiosk outside 197 Kentish Town Road (See Appendix B)

2019/4481/A – Illuminated digital advertisement display integrated within replacement telephone kiosk. Refused 27/03/2020 & appeal Dismissed

Conclusion of the appeal decision:

"The panel, close to the kerbline, would be a prominent standalone illuminated feature and would appear prominent in views along the street both during the day and in hours of darkness".

Relevant policies

National Planning Policy Framework 2024

- Section 12 (Achieving well-designed places)

London Plan 2021

- Policy D8 (Public Realm)

Camden Local Plan 2017

- A1 - Managing the impact of development
- D1 – Design
- D2 – Heritage
- D4 – Advertisements

Draft Camden Local Plan

A [Submission Draft Camden Local Plan](#) (updated to take account of consultation responses) was reported to Cabinet on 2 April 2025 and the Council on 7 April 2025. The Council resolved to agree the Submission Draft Local Plan for publication and submission to the government for examination (following a further period of consultation). The Submission Draft is a significant material consideration in the determination of planning applications but still has limited weight at this stage.

Camden Planning Guidance

- CPG Design (2021) – chapters 1 (Introduction), 2 (Design excellence) and 7 (Designing safer environments)
- CPG Transport (2021) – chapters 7 (Vehicular access and crossovers) and 9 (Pedestrian and cycle movement)
- CPG Advertisements (2018) – paragraphs 1.1 to 1.15 (General advertising guidance); and 1.34 to 1.38 (Digital advertisements)
- CPG Amenity (2021) – chapters 1 (Introduction), 2 (Overlooking, privacy and outlook) and 4 (Artificial light)

Regents Canal Conservation Area Appraisal and Management Strategy 2008

Camden Streetscape Design Manual

Transport for London (TfL) – Streetscape Guidance (Fourth Edition, 2022 revision 2)

The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements Including Digital Displays (published 2023)

Assessment

1. Proposal

- 1.1 Advertisement consent is sought to replace part of the existing information signage within the six totems with 55inch digital LED screens.
- 1.2 The existing totem unit structure and locations will remain the same however the panel that currently shows the information map will be removed and replaced with a 55" LED screen showing advertising as well as potentially public information aid and navigational displays.
- 1.3 The illuminated digital screens would be integrated into the existing totem signage structures with advertisements displayed on one or both sides of the totem depending on its siting. The screen(s) would measure 1.2m high x 0.7 wide (see Image 1 below).

- 1.4 Advertising content would be displayed by means of static images in sequence. There will be no sound emitted as part of any advertising.
- 1.5 The totems and digital screens would run 14 hours a day between the hours of 07:00 and 21:00. The LED screens are internally illuminated and have a maximum level of illuminance in day of 4800c/m2 and minimum of 300c/ m2 in the evening.

Image 1: Example of proposed unit:

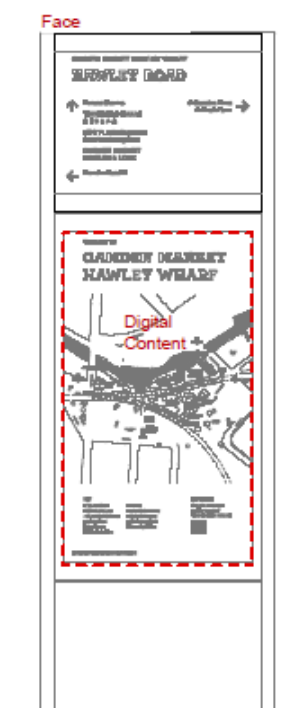


Image 2: Example of existing unit:



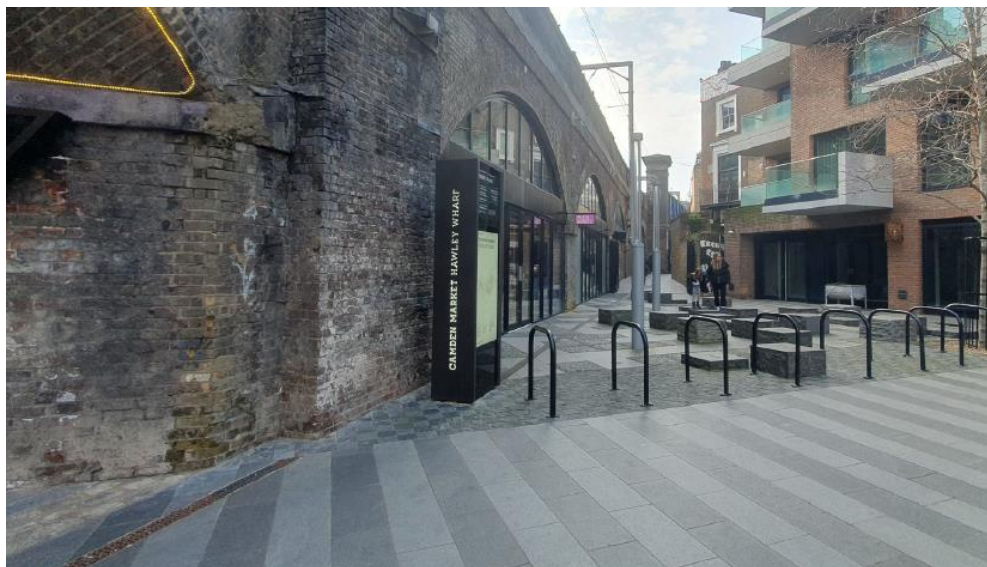
Location Plan



Site T1 2025/1406/A - Chalk Farm Road, Water Lane



Site T2 2025/1407/A – Market Place



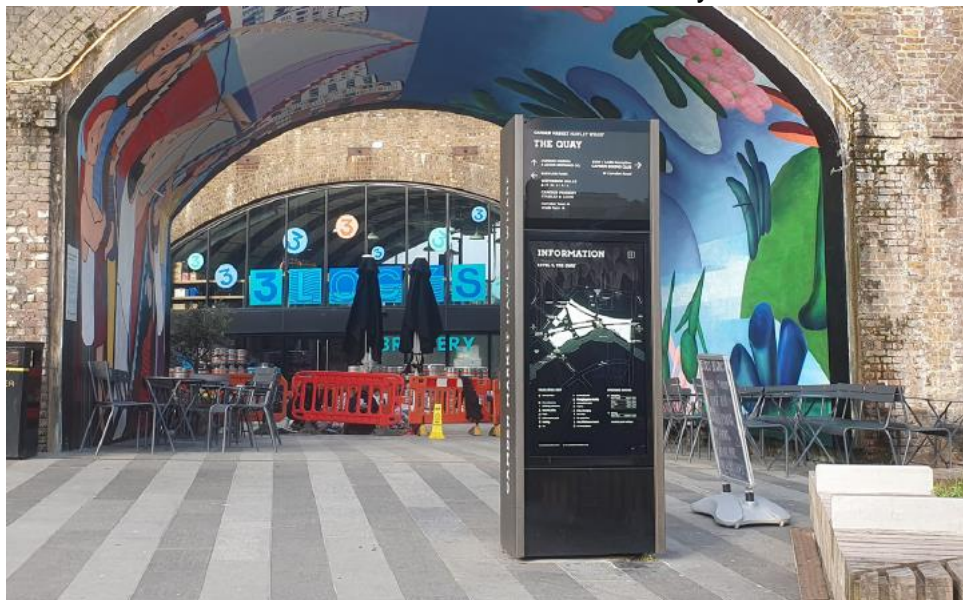
Site T3 2025/1408/A - Water Lane, Waterside Halls East



Site T4 2025/1409/A - Dockray Place



Site 5 2025/1410/A – The Quay



Site T6 2025/1411/A – Torbay Lane



- 1.6 The totem signs are a mix of single- and double-sided displays depending upon their location, as shown above. Either one or two illuminated digital screens would be integrated into the proposed structure, depending upon its location, with advertisements displayed on the hub on

the totem. The digital screens measure approximately 70cm wide x 120cm high. The digital screens would run 14 hours a day between the hours of 07:00 and 21:00. The LED screens are internally illuminated and have a maximum level of illuminance in day of 4800c/m2 and minimum of 300c/ m2 in the evening. They would not include and sounds or moving images.

- 1.7 The totem signs indicated as T1, T3 and T5 are within the Regents Canal Conservation Area. The remaining three signs are outside of the conservation area. The signs are situated within the ground floor pedestrian area and are currently used for wayfinding purposes, comprising signposting and an information map of the site.

2. Assessment

- 2.1 Advertisement consent is sought for a proposed display of illuminated content on digital screens integrated within an existing totem structure. The principal considerations in the assessment and determination of the advertisement consent application are: amenity – the design and visual impact of the proposal on the character and appearance of the immediate streetscene and the Regents Canal Conservation Area; and on neighbouring amenity (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard); and public safety – the impact of the proposal on highway, pedestrian and cyclist's safety.
- 2.2 Amenity: Visual impact and impact on residential amenity
- 2.3 Local Plan Policy A1 (Managing the impact of development) confirms that the Council will expect development to avoid harmful effects on the amenity of existing and future occupiers and nearby properties. Camden Planning Guidance (CPG) Amenity advises that artificial lighting can cause light spillage and glare, as well as, be damaging to the environment through having a detrimental impact on the quality of life of neighbouring residents and by changing the character of a locality.
- 2.4 Local Plan Policy D2 (Heritage) states that the Council will only grant planning permission for development in Camden's conservation areas that preserves or enhances the special character or appearance of the area. The Regents Canal Conservation Area Statement supports this when stating that its designation as a conservation area 'provides the basis for policies designed to preserve or enhance the special interest of such an area'.
- 2.5 Section 12 (Achieving well-designed places) of the NPPF states in Paragraph 141 that '*The quality and character of places can suffer when advertisements are poorly sited and designed*'.
- 2.6 The CPG Design advises that good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. Local Plan Policy D4 (Advertisements) confirms that the "*Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.*" (Paragraph 7.82).
- 2.7 More specifically, in regard to street furniture and the public realm, Local Plan Policy D4 (Advertisements) in Paragraph 7.84 (supported by CPG Adverts) states that, '*The Council aims to reduce visual street clutter, reducing the number of objects on the street, rationalising their location and limiting the palette of materials. Free standing signs and signs on street furniture will not normally be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway*'. Policy D4 also confirms that the Council will resist advertisements where they contribute to or constitute clutter or an

unsightly proliferation of signage in an area. In particular, advertisements in conservation areas and on or near listed buildings and their settings require particularly detailed consideration given the sensitivity and historic nature of these areas, free standing signs and signs on street furniture will not normally be accepted where they contribute to visual and physical clutter.

- 2.8 The Regents Canal Conservation Area Appraisal and Management Strategy states that in relation to advertisements that a proliferation of signage, even of an appropriate design, would be considered damaging to the character of the conservation area. This would include the proliferation of signage on street furniture.
- 2.9 The integrated digital screens would display illuminated advertising on the totem structure, which by design would appear as visually prominent and attention-grabbing forms of display given the digital method of illumination. The integrated digital screens would therefore serve to heighten the presence of the existing totem structure, adding noticeable, visual clutter and making it even more conspicuous, not least as a consequence of the large size of the display areas within the totem structure itself, but also by virtue of the prominent public site locations that are otherwise absent of any form of similar illuminated advertising signage. Although the screens will be within the realm of a retail/commercial area, these advertisement screens mounted in the totems would add unnecessary visual advertising clutter to the public realm to the detriment of the attractive appearance of the area.
- 2.10 As a consequence, the impact of the large advertising screens on the appearance of the existing wayfinding totems would be detrimental to their physical appearance and character, and the current purpose of their presence, which is to provide visual mapping information to pedestrians directing them around the site and local area would be lost. It is an incongruous addition which would be harmful to the character and appearance of the area and contribute to the degradation of visual amenity within the streetscene in which the totems are located. The current totem signage is only acceptable as it provides wayfinding information and the signage itself is not digital and therefore blends in better with the existing environment.
- 2.11 In a recent appeal decision (Ref: APP/X5210/W/20/3254037 and 3252962, see Appendix B) in relation to digital advertisement proposed to be displayed on a telephone kiosk within the Borough, the Planning Inspector noted when dismissing the appeal that, *'The visual impact of the kiosk would be increased by the large illuminated advertising panel, which would be a dominating feature on the structure. The panel, close to the kerbline, would be a prominent standalone illuminated feature. The panel would be unrelated to the services provided by the adjacent commercial units and would appear prominent in views along the street both during the day and in hours of darkness'*.
- 2.12 In terms of the proposed screen's luminance levels, the supporting information confirms that the totems and digital screens would run 14 hours a day between the hours of 07:00 and 21:00. The LED screens would be internally illuminated and have a maximum level of illuminance in day of 4800c/m² and minimum of 300c/ m² in the evening. While it is accepted that all advertisements are intended to attract attention and that certain aspects of the display can be controlled by condition should consent be granted (such as, luminance levels, transition, sequencing, etc.), the addition of illuminated digital advertisement screens in this location would significantly raise the prominence of the existing street furniture. Moreover, notwithstanding that the applicant would consider powering off the screens between 21:00 and 07:00, the screens would nevertheless be active throughout the majority of any 24-hour period, 7 days a week.

- 2.13 Three of the totems are within the Regents Canal Conservation Area (T1, T3 and T5). The Conservation Area Appraisal states that a proliferation of signage, even of an appropriate design, would be considered damaging to the character of the conservation area. This would include the proliferation of signage on street furniture. This proposal would result in the introduction of advertising onto existing structures and would therefore be contrary to the aims and objective of the conservation area appraisal. The introduction of advertising screens would result in visual detriment to the character and appearance of the conservation area.
- 2.14 Overall, therefore, for the reasons set out above, the proposed introduction of digital screens integrated within the totem structure would appear as incongruous and dominant illuminated features in these locations, severely degrading the visual amenity of the area and streetscene, and also the conservation area through the creation of conspicuous and unnecessary visual clutter. As such, the proposal fails to adhere to Section 12 of the NPPF, and Local Plan Policies D1 (Design), D2 (Heritage) and D4 (Advertisements).
- 2.15 Finally, in regard to amenity considerations, there are no concerns to neighbouring residential properties as a result of this proposal given the site location and context.

Public Safety

- 2.16 With regard to potential impacts on public safety, Policy D4 in Paragraph 7.86 advises that advertisements will not be considered acceptable where they:
- obstruct or impair sight lines to road users at junctions and corners
 - reduce the effectiveness of a traffic sign or signal
 - result in glare and dazzle or distract road users
 - distract road users because of their unusual nature
 - disrupt the free flow of pedestrian movement; or
 - endanger pedestrians forcing them to step on to the road
- 2.17 With regard to digital advertisements, CPG Advertisements in Paragraph 1.36, supported by Local Plan Policy D4, advises that detailed consideration should be given in regard to:
- Siting of adverts including proximity to traffic signals, hazards, and longitudinal spacing;
 - Position and orientation to the carriageway;
 - Message duration, transitions, and sequencing; and
 - Lighting levels
- 2.18 Additionally, CPG (Transport) also seeks to ensure that there is no adverse impact on the highway network, the public footway and crossover points.
- 2.19 While it is accepted that all advertisements are intended to attract attention, illuminated advertisements are more likely to distract pedestrians and road users at junctions, roundabouts and pedestrian crossings, particularly during hours of darkness when glare and light spillage can make it less easy to see things, which could be to the detriment of highway and pedestrian and other road users' safety.
- 2.20 The proposals, are not considered to be harmful to either pedestrian or vehicular traffic due to their locations within the pedestrian realm and ground level setting and do not raise any public safety concerns.

- 2.21 Overall, therefore, in terms of public safety, the proposal would not create distraction to either pedestrian or vehicular traffic. As such, the proposal complies with Policy D4 (Advertisements), and related planning guidance.

3. Conclusion

- 3.1 The proposed digital advertisement screens would result in unacceptable visual street clutter, harmful to the character and appearance of the streetscape and the Regents Canal Conservation Area. The proposal is therefore considered to be unacceptable in compliance with the aforementioned policies.

4. Recommendation:

- 4.1 **2025/1406/A, 2025/1408/A and 2025/1410/A:** It is recommended that **advertisement consent be refused** for the following reasons:

1. The proposed advertisement, by virtue of its location, scale, prominence and method of illumination, would add harmful visual clutter, detrimental to the amenity of the streetscene and the Regents Canal Conservation Area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

- 4.2 **2025/1407/A, 2025/1409/A and 2025/1411/A:** It is recommended that **advertisement consent be refused** for the following reasons:

1. The proposed advertisement, by virtue of its location, scale, prominence and method of illumination, would add harmful visual clutter, detrimental to the amenity of the streetscene, contrary to policies D1 (Design), and D4 (Advertisements) of the Camden Local Plan 2017.