

Delegated Report		Analysis sheet		Expiry Date:		19/07/2011	
(Members Briefing)		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
David Glasgow				2011/2612/A			
Application Address				Drawing Numbers			
Bus Shelter Outside 143 - 147 Camden High Street London NW1 7JX				Refer Draft Decision Notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of an internally illuminated advertising panel comprising 6 sheet sequential poster on side of bus shelter.							
Recommendation(s):		Grant Advertisement Planning					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. Electronic	00		
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: *Please Specify		<p>Camden CAAC: Objected on the following grounds:</p> <p>1. Internally illuminated signage such as the proposal is not appropriate in the conservation area. The sign will add clutter and further visual pollution, detracting from this part of Camden High Street.</p> <p>Officer Comment: See Section 2.0 Below.</p> <p>2. The content of the proposed advertising may not be appropriate for children who would have full view of the signage.</p> <p>Officer Comment: Not a material consideration.</p>					

Site Description

The site is a bus shelter located outside of 143-147 Camden High street. Camden High street is a busy commercial street located within the Camden Town conservation area.

Relevant History

There is no relevant history to the present application.

Relevant policies

LDF Core Strategy and Development Policies

CS14 (promote high quality places and conserve our heritage); CS17 (making Camden a safer place)

DP24 (secure high quality design);

DP25 (Conserve Camden's heritage)

Camden Planning Guidance

Camden Town Conservation Area Statement

Assessment

1.0 Proposal

1.1 It is proposed to insert a double sided internally illuminated scrolling panel sign into the end of the existing bus shelter. The panel would measure 1750mm x 1150mm. The total area of the panel would be 1.98 sqm.

2.0 Visual Amenity

2.1 Camden Planning Guidance (CPG) states that free standing signs on street furniture (including bus stops) 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. However, adverts displayed on highway structures have deemed consent under Schedule 3, Class 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, provided that they do not exceed 2.16 square metres in area and are not illuminated. The proposed advert therefore only requires consent due to the proposed internal illumination.

2.2 The proposed location is within the Camden Town Conservation Area. CPG generally discourages completely internally illuminated adverts on shopfronts within Conservation Areas due to their potential negative impact on visual amenity and the character and appearance of the area. Camden High Street however is not a typical conservation area high street, being a large, very busy road and very commercial in nature. The bus shelter itself is located outside an existing Marks and Spencer's supermarket, which has approved internally illuminated signage and also high level of internal lighting which spills onto the pavement at night. Additionally, the bus shelter is located almost directly beneath a large streetlight.

2.3 Given the busy commercial nature of the Camden High Street, the prominence of commercial signage in the streetcene and the location of the large existing streetlight almost directly above the bus shelter, it is considered on balance that the proposed internally illuminated panelling would not appear intrusive or create visual clutter and would therefore not harm the character and appearance of the streetcene or conservation area.

3.0 Traffic Safety

3.1 Due to its size and location, the proposed illuminated poster panel is not considered likely to result in an increased risk to driver or pedestrian safety.

4.0 Recommendation

Grant Advertisement Consent.

DISCLAIMER

Decision route to be decided by nominated members on Monday 18th July 2011.

For further information see

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>