

Delegated Report		Analysis sheet		Expiry Date:		29/12/2009	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
David Peres Da Costa				2009/4953/A			
Application Address				Drawing Numbers			
Pavement outside Vernon House Bloomsbury Square London WC1A 2RB				Refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of two internally illuminated advertisement poster panels on proposed bus shelter.							
Recommendation(s):		Refuse advertisement consent					
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: <small>*Please Specify</small>		N/A					
Site Description							
The proposed poster panels are to be located on a bus passenger shelter proposed on the public highway of Bloomsbury Square. A bus passenger shelter is not presently situated at this location. The site is located on the south side of Bloomsbury Square in front of Grade II listed Vernon House and at the junction of Sicilian Avenue and Bloomsbury Square.							
Relevant History							
None							

Relevant policies

London Borough of Camden Replacement Unitary Development Plan 2006

SD6 – Amenity for occupiers and neighbours

B1– General design principles

B4B – Advertisements and signs

B6 – Listed Buildings

B7– Conservation Areas

Camden Planning Guidance 2006

Conservation Area Statement

Bloomsbury (1) revised draft published April 2008

Bloomsbury – West Side (1a)

Assessment

Proposal

The proposal seeks advertisement consent for two single sided poster panels on the rear of the bus passenger shelter, to be located on the public highway on the south side of Bloomsbury Square in front of Vernon House. The panels will face towards the road and measure approximately 1.7m in height and 1.16m in width and they will be internally illuminated.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications. The location and design of the bus passenger shelter is not controlled by the planning process; this matter is considered by the Council's Highways Department.

Amenity

Policy B6 of the UDP resists development that is considered to cause harm to the setting of a listed building. The location of the two large internally illuminated advertisement panels in front of the Grade II listed buildings of Sicilian Avenue is considered to be unduly obtrusive. The advertisement panels would be clearly visible in views into Sicilian Avenue and it is considered that the attractive listed buildings, including Vernon House and the screen across the Avenue, would be diminished by this unsympathetic proposal. The advertisement panels would constitute unwelcome additional street clutter in an area otherwise free from such visual intrusions. It is considered that the two internally illuminated advertisement panels would be harmful to the character and appearance of the conservation area and would compromise the setting of the listed buildings and structures of Sicilian Avenue.

Public safety

The proposed advertisement is not considered to raise public safety issues in terms of obstructing traffic signs or distracting drivers when approaching the traffic light junction.

Recommendation: Refuse Advertisement consent.

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