

Delegated Report		Analysis sheet		Expiry Date:		06/02/2008	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Sheri Waddell				2007/6380/A			
Application Address				Drawing Numbers			
Bus Shelter in Hampstead Road opposite Euston Tower Euston Road London NW1W 2PB				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of two internally illuminated vertically scrolling poster panels at bus shelter.							
Recommendation(s):		Grant consent					
Application Type:		Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses No. electronic	00 00	No. of objections	00	
Summary of consultation responses:							
Local groups comments:	None received. Crime Prevention Design Adviser – no objection.						
Site Description							
Bus shelter at the southernmost end of Hampstead Road, opposite the Euston Tower. Not within a CA.							
Relevant History							
None							
Relevant policies							
Set out below are the UDP policies that the proposals have primarily been assessed against. However it should be noted that recommendations are based on assessment of the proposals against the development plan <u>taken as a whole</u> together with other material considerations.							
Replacement Unitary Development Plan 2006 [RUDP]							
S1 and S2 – Sustainable development S7 – Built environment SD1(d) – Quality of life (community safety) B1 – General design principles B4(b) - Signs							
Assessment							
The proposed advertisement comprises replacing an end panel in the bus shelter [which is already used for the display of an advertisement] with an internally illuminated vertically scrolling advertisement – there is a face to both the internal and external wall of the shelter. It does not raise any design or safety issues in this location and the method / level of illumination is acceptable. It complies with both policy and design guidelines in terms of scale and siting. The Metropolitan Police Crime Prevention Design Advisor has confirmed that it does not raise any community safety issues, and it is not adjacent to a road junction or any street furniture.							
Recommendation: Grant consent.							

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