

Delegated Report		Analysis sheet		Expiry Date:		31/10/2007	
				Consultation Expiry Date:			
Officer				Application Number(s)			
Jenny Fisher				2007/4437/A			
Application Address				Drawing Numbers			
Bus Shelter Outside 127/129 Tottenham Court Road London W1P 9HP							
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of two illuminated scrolling poster panels to existing bus shelter.							
Recommendation(s):		Grant advertisement consent with conditions					
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:		Crime Prevention Design Advisor Only one elevation should be used for advertising - the back screen or the two ends.					
CAAC/Local groups* comments: *Please Specify							

Site Description

A bus shelter outside a parade of shops on the west side of Tottenham Court Road, close to the junction with Warren Street.

Within the Bloomsbury Conservation Area.

Relevant History

Bus Shelter; Woburn Place; Russell Square

19/07/2007 2007/3196/A

Advertisement consent for the display of two internally illuminated poster panels to bus shelter.

Relevant policies

Replacement UDP

SD1D; B4B; B7

Camden Planning Guidance 2006

Adverts and signs; designing safer environments

Bloomsbury Conservation Statement

Assessment

Two advertisement panels would be displayed on the outer (facing the traffic) elevation of the bus shelter. Each would measure 1760mm x 1160mm and form an integral part of the bus shelter. The poster panels would be illuminated by static-white fluorescent tubes.

The shelter is not in a sensitive location, it is in front of buildings of no particular architectural value. Therefore the use of two panels for the display of advertisements would not harm the setting of local buildings or character and appearance of the conservation area.

The adverts would not create a diversion to drivers to the extent that an accident would be likely. Therefore no concerns on the grounds of public safety.

The application complies with the Council's Crime Prevention Design Advisor who suggested that only one elevation is used for advertising, the back screen or the two ends. In this case both ends of the shelter would be clear allowing clear views in, thereby limiting opportunities for criminal or anti-social behaviour.

The proposal complies with UDP - SD1D, B4B and planning guidance.