

Delegated Report		Analysis sheet		Expiry Date:		02/10/2006	
		N/A		Consultation Expiry Date:		N/a	
Officer				Application Number(s)			
John Carter				2006/3610/A			
Application Address				Drawing Numbers			
o/s 128 Kentish Town Road North of Bartholomew Road London NW1 9QB							
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
Display of 2 x illuminated poster panels (1760mm x 1160mm) on bus stop.							
Recommendation(s):		Grant 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
Summary of consultation responses:		N/a					
CAAC/Local groups* comments: *Please Specify		N/a					

Site Description

The site is located on Kentish Town Road, 27m north of the intersection with Bartholomew Road outside number 128 Bartholomew Road and is within the Kentish Town Centre. The proposal relates to an existing bus shelter. The applicant wishes to remove the existing bus shelter and install a new bus shelter, which incorporates an advertisement. The replacement of the bus shelter does not require consent from the planning section, our only consideration relates to the proposed signage.

Relevant History

None

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

The Replacement Unitary Development Plan 2006

S1 and S2 – Sustainable development

S7 – Built environment

B1 – General Design Principles

B4 – Shopfronts, advertisements and signs

SD1(d) – Quality of life (community safety)

Supplementary Planning Guidance

3.6 Advertisements

Assessment

The applicants propose the following signage on the bus shelter;

- 2x internally illuminated poster panels (each 1760mm x 1160mm) forming an integral part of this shelter. The signs are located on the centre panel of the bus shelter with the two side panels remaining as clear glass.

The issues that need to be considered as part of this application are location, design and community safety.

Supplementary planning guidance states that advertisements and signs should integrate with the form, fabric, design and scale of the setting and should be of an appropriate scale and size. Free standing signs and signs on street furniture will not usually be accepted where they contribute to the visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway.

The signs are located within a bus shelter, which replaces an existing shelter located in the same location, they would not contribute to visual and physical clutter and are of a legible and attractive design. The illumination of the signs will not lead to any light nuisance or pollution to the surrounding residents. In design terms, they comply with both policy and design guidelines in terms of their scale and siting.

It is not considered that the signs will result in any adverse effects to community safety.

It is recommended that advertisement consent be **granted**.

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