

Delegated Report		Analysis sheet		Expiry Date:		02/10/2006	
		N/A		Consultation Expiry Date:		N/a	
Officer				Application Number(s)			
John Carter				2006/3612/A			
Application Address				Drawing Numbers			
Opposite 24 Camden Road North of Bayham Street London NW1 9LG				See decision			
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):		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
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: *Please Specify		Verbal objection from Met. Police Crime Prevention Design Advisor [CPDA] . The proposal for two advertising panels in the bus shelter would reduce the level of visibility of people and activity behind the bus shelter from casual observation from road traffic and police patrols, increasing opportunities for anti-social behaviour in this area. The bus shelter is located close to an area which has been identified as having very high levels of crime and anti-social behaviour.					

Site Description

The site is located on Camden Road, 19m north of the intersection with Bayham Street opposite No. 24 Camden Road and is within the Camden Town Centre. The site is located in front of St Michael's Church which is a grade II* listed building. The proposal relates to an existing bus shelter. The applicant proposes to remove the existing bus shelter and install a new bus shelter, which incorporates advertisements. 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 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 replacing an existing shelter located in the same location and 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.

Strong concerns have been raised in relation to the proposed advertisements [one in each of the outer bays] in relation to community safety. The bus shelter is currently relatively open, with predominantly clear glazed panels, and thus affords reasonable surveillance from passing cars and pedestrians. Bus shelters may provide a major opportunity for street crime, such as muggings and illegal trading, as they afford some concealment for such activities from passers-by and CCTV cameras. The provision of advertisement panels as proposed would create further opportunities for crime, by enhancing the concealment that the bus shelter currently provides, especially in terms of obscuring views from passing police cars.

It is considered that the proposed advertisement material is contrary to RUDP policy SD1(d) as it would create further opportunities for crime and enhance the fear/risk of crime and the perception of diminished personal safety for local residents, and B4(b) as it would cause harm to public safety. As such, the introduction of advertisement material to the bus shelter is recommended for refusal.

It is recommended that advertisement consent be **refused**

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