

Dominic Ellerton
Mr Andrew Jordan
JCDecaux UK LTD
991 Great West Road
Brentford
Middlesex
TW8 9DN

Application Ref: **2015/5211/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

8 January 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
**Bus Shelter outside Silverdale
Hampstead Road
London
NW1 3SE**

Proposal:
Display of digital screen and non illuminated static poster panel to existing bus shelter no. 0107/0274.
Drawing Nos: Site location plan 0107/0274 & Drawing Package Bus stop no: 0107/0274 pages 1-7

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.



- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The intensity of the illumination of the digital sign shall not exceed 600 candelas per square metre between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

- 7 The digital sign shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements)

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- 8 The minimum display time for each advertisement shall be 10 seconds.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and not does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

- 9 The interval between advertisements shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including fading, swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and not does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

- 10 No advertisement displayed shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and not does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

- 11 The footway and carriageway on the Transport for London Road Network (TLRN) and Strategic Road Network (SRN) must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 The proposed digital media screen and non illuminated static poster display units are considered acceptable in terms of size, design, location and method of illumination. On balance, the impact on the visual amenity of the area would not be considered harmful to the appearance of the area. The positions of the signs within the existing poster panel are not considered unduly dominant in the street scene as they form part of the integral structure of the bus shelter. Whilst the method of illumination would cause some light spill, the positions of the signs on the highway, facing inwards to the existing bus shelter structure and at a lower level and a distance of approximately 13m from the nearest neighbouring residents would not be considered significantly harmful to residents. The level of illumination and rate of change of display is secured by condition attached to this consent.

The siting of the digital media screens on the existing poster panels form an integral part of the existing bus shelter structure and would be located at an appropriate distance from road junctions. As the advertisement would be seen by drivers in moving traffic this consent includes conditions that restrict the display of moving images. On balance, the location of the advertisements within the shelter structure are not considered to be hazardous to vehicular or pedestrian traffic and therefore raises no public safety concerns.

The site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56-67 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment