

**Delegated Report****Expiry Date:**

22/01/2016

**Officer****Application Type:**

Leela Muthoora

Advertisement Consent

**Application Number & Address & Bus Shelter Number**

- A. 2015/5199/A - Bus Shelter outside Lincoln House, 296-302 High Holborn (0107/0143)
- B. 2015/5214/A - Bus Shelter outside 61-63 Kings Cross Road (0107/1007)
- C. 2015/5215/A - Bus Shelter outside 167-169 Camden High Street (0107/1029)
- D. 2015/5216/A - Bus Shelter outside 78 New Oxford Street (0107/1032)
- E. 2015/5222/A - Bus Shelter outside 6-17 Tottenham Court Road (0107/1053)
- F. 2015/5226/A - Bus Shelter outside St Pancras Station, Midland Road (0107/1058)
- G. 2015/5227/A - Bus Shelter outside Sicilian House, Bloomsbury Way (0107/1065)
- H. 2015/5228/A - Bus Shelter outside 68-69 Hampstead High Street (0107/1788)
- I. 2015/5229/A - Bus Shelter outside 17-21 Camden Road (0107/4233)
- J. 2015/5230/A - Bus Shelter opposite 99 Gower Street (0107/4013)
- K. 2015/5231/A - Bus Shelter at Bloomsbury Square Gardens, opposite 43-45 Bloomsbury Square (0107/8752)
- L. 2015/5232/A - Bus Shelter outside 16 Upper Woburn Place (0107/7132)
- M. 2015/5233/A - Bus Shelter outside 14-16 Theobald's Road (0107/8760)
- N. 2015/5242/A - Bus Shelter outside 30 Hampstead High Street (0107/1050)
- O. 2015/5361/A - Bus Shelter outside 37 Bloomsbury Way (0107/6564)

**1<sup>st</sup> Signature****2<sup>nd</sup> Signature  
(If refusal)****Conservation****Recommendation(s):**

Refuse Advertisement Consent

**Proposal(s)**

A to O: Installation of double-sided structure to existing bus shelter for display of digital screen and non-illuminated static poster panel.

Summary of consultation responses:

**Camden Town CAAC (C)**

Camden already has competing lights from shops. Advertising should be restricted to ensure the quality of the environment. The provision of LED lights will add distraction and increase attention to the bus shelter - there can be no other reason for the advertisers wanting to make the change.

Camden should preserve public realm from advertising and reject this proposal. Cllr Blackwell has said "I don't want Camden to be spoiled by public and private advertising". I continue the objection against the proposed LED sign, on grounds that it would create an excess of advertising in Camden, which deserves more stature as a main road adjacent with Camden conservation area, and because the proposed sign would be of excessive brightness.

There are many media for advertising, particularly personal electronic media, and Camden does not need further increase in advertising power in the public realm.

The reason the proposal is made is because the sign will have more attraction than the existing panel. This is exactly what needs to be limited, to ensure benefit for the conservation area character.

I also draw attention to the Council's refusal of an LED advertisement proposed at 128a Camden Road 2014/0878/A on grounds of distraction and excessive light. Increase in advertisement in Camden High Street would be similarly detrimental.

**Bloomsbury Association (D, E, G, J, K, O)**

This is one of several matching applications from which we conclude that J C Decaux are intent on destroying the character of the Bloomsbury Conservation Area. The Bloomsbury Association object to these proposals and wish to make the following comments.

1. The proposed digital sign, by reason of its size, siting and method of illumination would result in an overly dominant and incongruous addition which would be detrimental to the character and appearance of adjacent listed buildings, the streetscene, and Bloomsbury Conservation Area. The proposal is therefore contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

2. The proposed digital sign, by reason of its size, siting and method of illumination close to a main road, would be likely to distract pedestrians and road users to the detriment of highway and pedestrian safety, contrary to Policy CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategy and Policy DP21 (development connecting to the highway network) of the London Borough of Camden Local Development Framework development Policies.

The Association supports good quality design that will enhance Bloomsbury's streetscape, which this clearly does not. With such a demonstrable breach of the Council's planning policies and of its supplementary planning guidance, we look to the Council to refuse this application.

**Hampstead Neighbourhood Forum (H, N,)**

The Hampstead Neighbourhood Forum Forum is currently undertaking a review of the Hampstead Conservation Area Statement and has finished a first draft of our Neighbourhood Plan.

This proposal is in direct contradiction of existing and proposed Camden planning policies, planning guidance and conservation area policies that seek to preserve the conservation area and avoid visual clutter.

According to Camden Planning Guidance 1, "Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features." An illuminated, commercial billboard sited directly in front of a Grade II-listed building, no. 30 Hampstead High Street, would hardly be sensitive to or respectful of its surroundings and the nature of the Hampstead Conservation Area.

The proposal is contrary to DP25 and Policy D4 of the emerging Local Plan ("We will resist advertisements that c) **contribute to an unsightly proliferation of signage in the area**; . . . e) **contribute to street clutter in the public realm**," etc.).

We urge Camden to refuse this application and any similar applications for advertisements on bus shelters, or other street furniture, in the Hampstead Conservation Area.

## High Speed 1 Safeguarding (F)

The bus stop appears to be located on land owned by HS1, however no landowner notification has been served on HS1 by the applicant. In addition our Heritage Manager has raised the following concerns with me about the proposal;

The proposal to install a double sided digital advertising screen on the bus shelter on Midland Road adjacent to the west side of St Pancras Station raises concerns regarding the impact on the listed building:

1. The current bus shelter is glass, particularly the side walls which allows bus users to see approaching buses from within the shelter but also retains views along the elevation of St Pancras south to the Midland Hotel/St Pancras Chambers
2. The introduction of double sided digital advertising screens will obscure elements of the view through to the south. The external screen will also result in a visual impact on the setting of the listed building through the introduction of moving illuminated images thereby creating a distracting and inappropriate visual focal point.

I would also question the timing of this alteration given that we are engaged in discussions with Camden Officers about proposed alterations to Midland Road which could lead to a relocation of the bus stop.

Please could you ensure that the applicant serves the appropriate Article 6 Direction on HS1 as the landowner and that our comments above are taken on board in determining the application.

## Site Description

The sites are all bus shelters located adjacent to the highway. A fuller description of each site is given in the assessment section.

## Relevant History

- A. 2015/5199/A - Bus Shelter outside Lincoln House, 296-302 High Holborn (0107/0143) - No relevant history
- B. 2015/5214/A - Bus Shelter outside 61-63 Kings Cross Road (0107/1007) - No relevant history
- C. 2015/5215/A - Bus Shelter outside 167-169 Camden High Street (0107/1029)  
**AE9800599R1 - Display of two single side internally illuminated signs integral to the bus shelter. Granted 15/10/1998**
- D. 2015/5216/A - Bus Shelter outside 78 New Oxford Street (0107/1032) - No relevant history
- E. 2015/5222/A - Bus Shelter outside 6-17 Tottenham Court Road (0107/1053)  
**2006/4424/A - Display of two illuminated poster panels inside bus shelter. Refused 04/12/2006.**  
Reasons for refusal: "The proposed advertisements would create opportunities for crime, by reason of the fact that they would obscure the area within the bus shelter from general surveillance, especially from passing police cars and CCTV cameras, and as such would cause harm to public safety, contrary to policies SD1(d) [Quality of Life - Community Safety] and B4(b) [Signs] of the London Borough of Camden Replacement Unitary Development Plan 2006."
- F. 2015/5226/A - Bus Shelter outside St Pancras Station, Midland Road (0107/1058) - No relevant history
- G. 2015/5227/A - Bus Shelter outside Sicilian House, Bloomsbury Way (0107/1065) - No relevant history
- H. 2015/5228/A - Bus Shelter outside 68-69 Hampstead High Street (0107/1788)  
**8880537- Display of two externally illuminated 4 sheet (40"x60") poster panels within bus shelter. Refused 01/03/1989**  
Reasons for refusal: "The proposed illuminated advertisement would have a detrimental effect on the visual amenity of the Hampstead Village Conservation Area by virtue of its position in a prominent location close to a group of listed buildings."
- I. 2015/5229/A - Bus Shelter outside 17-21 Camden Road (0107/4233) - No relevant history
- J. 2015/5230/A - Bus Shelter opposite 99 Gower Street (0107/4013)  
**AS9904249 - Display of two internally illuminated poster panels on bus shelter. Refused 27/05/1999 and appeal dismissed 19/11/1999.**

Reasons for refusal: “The proposed advertisement would be contrary to the Council's policy for control of advertisements within a Conservation Area, by reason of harm caused to the visual amenity of the area it would cause a detrimental effect on the character and appearance of the Bloomsbury Conservation Area and also to the setting of listed buildings. It is therefore contrary to policy EN33 and also EN64 of the Council's Unitary Development Plan.”

Planning Inspector's comments: “I consider that this composite display of internally illuminated poster panels... would spoil the setting of these fine buildings and produce unduly assertive advertising within a part of Gower Street where the commercial profile is restrained and unimposing. I conclude for these reasons the proposed bus shelter incorporating a poster display would be incompatible with the conservation status of the area and detrimental to the general interests of amenity.”

- K.** 2015/5231/A - Bus Shelter at Bloomsbury Square Gardens, opposite 43-45 Bloomsbury Square (0107/8752) - No relevant history
- L.** 2015/5232/A - Bus Shelter outside 16 Upper Woburn Place (0107/7132) - No relevant history
- M.** 2015/5233/A - Bus Shelter outside 14-16 Theobald's Road (0107/8760) - No relevant history
- N.** 2015/5242/A - Bus Shelter outside 30 Hampstead High Street (0107/1050) - No relevant history
- O.** 2015/5361/A - Bus Shelter outside 37 Bloomsbury Way (0107/6564) - No relevant history

### **Relevant policies**

#### **National Planning Policy Framework 2012**

#### **London Plan March 2015, consolidated with alterations since 2011**

#### **Local Development Framework Core Strategy and Development Policies**

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP21 – Development connecting to the highway network

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

#### **Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

#### **Camden Planning Guidance 2011/2015 (as amended)**

CPG1 Design 2015 - Ch.3 Heritage and Ch. 8 Advertisements

CPG 6 Amenity 2011- Ch.5 Artificial Lighting

#### **Bloomsbury Conservation Area Appraisal and Management Strategy 2011 (A, B, D, E, G, J, K, L, M, O)**

#### **Camden Town Conservation Area Appraisal and Management Strategy 2007 (C)**

#### **Hampstead Conservation Area Statement 2001 (H, N)**

#### **Hanway Street Conservation Area Appraisal and Management Strategy 2011 (E)**

#### **Kings Cross St Pancras Conservation Area Statement 2003 (F)**

#### **Regents Canal Conservation Area Appraisal and Management Strategy 2008 (I)**

## Assessment

### 1.0 Proposal

1.1. Planning permission is sought for installation of double-sided structure to form the end panel to an existing bus shelter for display of a digital screen to the inward facing side and a non-illuminated static poster panel on the outward facing side. The digital screen would be 1338mm (W) x 2370mm (H) x 245mm (D) with a visible display area of 1.9m<sup>2</sup> and made of an LCD screen with replacement front glass of 8mm.

### 2.0 Planning considerations

2.1. Adverts displayed on highways structures have deemed consent under Schedule 3, Class 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, provided that they do not exceed 2.16sqm in area and are not illuminated. The proposed adverts require consent due to the internal illumination of the digital screens.

2.2. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### 3.0 Amenity : Visual impact and impact on residential amenity

3.1. Camden Planning Guidance for Design advises that good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As the advertisements are proposed as integral to the bus shelters they are assessed against their impact on the character and appearance of the surrounding area and their addition to the street scene.

3.2. Camden Planning Guidance for Amenity advises that artificial lighting can be damaging to the environment and result in visual nuisance by having a detrimental impact on the quality of life of neighbouring residents, that nuisance can occur due to 'light spillage' and glare which can also significantly change the character of the locality. As the advertisements are not located at a typical shop fascia level they can appear visually obtrusive and as they would be illuminated, they have the potential to cause light pollution to neighbouring residential properties.

3.3. Design guidance, The Conservation Area Appraisal and Management Strategies and Conservation Area Statements also state that signs on street furniture will not normally be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway.

3.4. The proposed non-illuminated static poster advertisement panel on the reverse out facing side of the proposed end panel to the existing structure would benefit from deemed consent provided it does not exceed 2.16sqm in area, is not illuminated and no character or symbol is more than 0.75 metre in height.

### 4.0 Public Safety

4.1. It is accepted that all advertisements are intended to attract attention and the proposed advertisements are to be placed in a typical position for a poster panel within an existing bus shelter structure. However; advertisements are more likely to distract road users at junctions, roundabouts and pedestrian crossings.

4.2. Although the level of illumination and display of moving images can be restricted by condition, it is considered that the proposed display of the digital screen in these locations would be dominant and would add visual clutter and potentially distract road users particularly during hours of darkness which would be to the detriment of highway, pedestrian and other road users safety.

4.3. The proposal includes an emergency messaging function which can override the advertisement

to display an emergency message. The benefits of this may not be outweighed by pedestrians being insufficiently protected from passing vehicles whilst looking at them, especially if they require close study.

4.4. Policy DP21 requires development proposals to avoid disruption to the highway network, its function, causing harm to highway safety, hindering pedestrian movement and unnecessary clutter as well as addressing the needs of vulnerable users. Footpaths need to be wide enough for the number of people who will use them so they do not spill onto roads. The Council will not support proposals that involve the provision of additional street furniture that is not of benefit to highway users. Camden Streetscape Design Manual provides guidance on footway widths as follows: 'Clear footway' is the unobstructed pathway width within the footway. The minimum width needed for two adults passing is 1.8 metres where pedestrian flows are low. The minimum width for a busy pedestrian street is 3 metres; however, Transport for London's 'Pedestrian Comfort Guidance' suggests that a minimum effective footway width of 3.3 metres should be provided for busy pedestrian routes.

4.5. Although the addition of the end panel falls within the permitted development for highways structures the main purpose of the end panels are for advertising. The increased footprint of the bus shelter is considered to create a hindrance to the free flow of pedestrian movement on the footpath and may cause pedestrians to spill into the road to negotiate around during busy periods.

4.6. The existing bus shelters are predominantly glazed allowing views through the shelter. The addition of the end panel would reduce visibility for road users and potentially cause visibility issues for CCTV views. The Metropolitan Police Designing Out Crime Officer has expressed concern that the addition of the advertisement panel may allow the opportunity for crime or anti-social behaviour, particularly in Town Centre areas.

The current applications are all assessed below with reference to the above policies and guidance.

#### **A. 2015/5199/A - Bus Shelter outside Lincoln House, 296-302 High Holborn (0107/0143)**

The site is an existing bus shelter located on the footway adjacent to Lincoln House, 296-302 High Holborn. The site is within the Bloomsbury Conservation Area and Lincoln House is identified as a building which makes a positive contribution to the area. The nearest traffic lights/pedestrian crossing are approximately 60m west (in front) of the screen.

Although the area is predominantly commercial in nature, the area nevertheless has a restrained commercial profile, with limited advertising. The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area.

The proposal would reduce the effective footway width to approximately 1.75m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on an already busy pedestrian route.

#### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

#### **Refuse Advertisement Consent.**

### **B. 2015/5214/A - Bus Shelter outside 61-63 Kings Cross Road (0107/1007)**

The site is an existing bus shelter located on the footway adjacent to the Grade II listed buildings of 61 & 63 Kings Cross Road. The site is within the Bloomsbury Conservation Area and is adjacent to Grade II listed terrace of 10 townhouses on the (West side) at Nos.45-63 (Odd). The nearest junction is approximately 25m with Phoenix Yard and 60m northwest with Wharton Street where the road bends.

The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and adjacent Grade II listed terrace. The area is predominantly residential and the site is immediately adjacent to a house approximately 2m from the nearest window and therefore the illumination has the potential to disturb residents at night. The proposal would reduce the effective footway width to approximately 1.45m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on this pedestrian route.

#### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harming the setting of the adjacent Grade II Listed Buildings with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

#### **Refuse Advertisement Consent.**

### **C. 2015/5215/A - Bus Shelter outside 167-169 Camden High Street (0107/1029)**

The site is an existing bus shelter located on the footway adjacent to 167-169 Camden High Street within the Camden Town Conservation Area. The nearest residential units are approximately 4m located at upper floor levels. The nearest junction/traffic lights are approximately 50m at Britannia Junction.

The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area. Although the area is predominantly commercial fronting onto a busy main traffic route, the advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the northbound dual carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

The proposal would reduce the effective footway width to approximately 3.1m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on an already busy pedestrian route.

#### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Camden Town Conservation Area with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local

Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

#### **Refuse Advertisement Consent.**

#### **D. 2015/5216/A - Bus Shelter outside 78 New Oxford Street (0107/1032)**

The site is an existing bus shelter located on the footway adjacent to 78 New Oxford Street within the Bloomsbury Conservation Area. The nearest junction/traffic lights are approximately 50m west to Bloomsbury Street.

The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area. Although the area is predominantly commercial fronting onto a busy main traffic route, the advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the eastbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety

The proposal would reduce the effective footway width to approximately 1.65m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on an already busy pedestrian route.

#### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

#### **Refuse Advertisement Consent.**

#### **E. 2015/5222/A - Bus Shelter outside 6-17 Tottenham Court Road (0107/1053)**

The site is an existing bus shelter located on the footway adjacent to 6-17 Tottenham Court Road and within the Hanway Street Conservation Area. The nearest junction is approximately 10m north with Bedford Avenue and nearest traffic lights/pedestrian crossing are approximately 35m north.

The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area. Although the area is predominantly commercial fronting onto a busy main traffic route, the advertisement is considered to add visual clutter and potentially distract road users approaching the junction and pedestrian crossing on the northbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

#### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Hanway Street Conservation Area contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of



the London Borough of Camden Local Development Framework Core Strategy; DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

### **Refuse Advertisement Consent.**

#### **F. 2015/5226/A - Bus Shelter outside St Pancras Station, Midland Road (0107/1058)**

The site is an existing bus shelter located on the footway adjacent to St Pancras Station, Midland Road and opposite The British Library and St Pancras Chambers, which are Grade I listed buildings within the Kings Cross St Pancras Conservation Area. The nearest residential units are located within St Pancras Chambers. The nearest junction/traffic lights are approximately 210m south at Euston Road.

The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and harming the setting of the adjacent Grade I Listed Buildings. The advertisement would be a disruptive and incongruous addition to the street scene given the absence of significant advertisements in the vicinity of the shelter. It would detract from the restrained character of the adjacent listed buildings and diminish the substantial positive contribution they make to the conservation area.

Although adjacent to a main railway station the advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the southbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the King's Cross Conservation Area and harming the setting of the adjacent Grade I Listed Buildings contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

### **Refuse Advertisement Consent.**

#### **G. 2015/5227/A - Bus Shelter outside Sicilian House, Bloomsbury Way (0107/1065)**

The site is an existing bus shelter located on the footway adjacent to Sicilian House, Sicilian Avenue and the Holborn Whippet PH on Bloomsbury Way which are Grade II listed buildings within the Bloomsbury Conservation Area. The nearest junction/traffic lights are approximately 30m southwest at Southampton Place.

Although the area is a mix of commercial and residential uses, the area nevertheless has a restrained commercial profile, with limited advertising. The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and it would detract from the restrained character of the adjacent listed buildings and London Square.

The proposal would reduce the effective footway width to approximately 2.45m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on an already busy pedestrian route. Although there are adjacent commercial units fronting onto a busy

main traffic route, the advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the southwest bound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harming the setting of the adjacent Grade II Listed Buildings with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

### **Refuse Advertisement Consent.**

#### **H. 2015/5228/A - Bus Shelter outside 68-69 Hampstead High Street (0107/1788)**

The site is an existing bus shelter located on the footway adjacent to 68-69 Hampstead High Street which are identified as buildings which make a positive contribution within the Hampstead Conservation Area and adjacent to Grade II listed buildings at 70-71. The nearest pedestrian crossing is approximately 22m north before the junction with Oriel Place. The nearest residential units are approximately 6m at the upper levels of 70-71.

The area is a mix of commercial and residential uses the area nevertheless has restrained advertising. The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and it would detract from the restrained character of the adjacent Grade II listed buildings.

The advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the northbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Hampstead Conservation Area and harming the setting of the adjacent Grade II Listed Buildings contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

### **Refuse Advertisement Consent.**

#### **I. 2015/5229/A - Bus Shelter outside 17-21 Camden Road (0107/4233)**

The site is an existing bus shelter located on the footway adjacent to Sainsbury's at 17-21 Camden Road which is identified as making a positive contribution within the Regents Canal Conservation Area opposite the Grade II listed terrace. The nearest junction/traffic lights are approximately 50m at Camden Street. The nearest residential units are approximately 17m opposite at 48-50.

Although the area is a mix of commercial and residential uses, the large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and it would detract from the character of the Grade II listed terrace opposite.

Although the area is predominantly commercial fronting onto a busy main traffic route, the advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the northbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety. The proposal would reduce the effective footway width to approximately 1.45m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on an already busy pedestrian route.

### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Regents Canal Conservation Area and harming the setting of the opposite Grade II Listed Buildings with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

### **J. 2015/5230/A - Bus Shelter opposite 99 Gower Street (0107/4013)**

The site is an existing bus shelter located on the footway opposite 99 Gower Street and adjacent to UCL Engineering Building. It is within the Bloomsbury Conservation Area and located opposite to the Grade II listed terrace at 99-113 Gower Street. The nearest residential is approximately 15m to nearest at Mansion Bloomsbury House. The nearest junction/traffic lights are approximately 50m south at Torrington Place.

The area is a mix of university and residential uses and has no advertising on this part of the street. The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and it would detract from the restrained character of the Grade II listed terrace opposite.

The proposal would reduce the effective footway width to approximately 1.45m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on this pedestrian route. The advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the southbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harming the setting of the opposite Grade II Listed Buildings with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

## **Refuse Advertisement Consent.**

### **K. 2015/5231/A - Bus Shelter outside Bloomsbury Square Gardens, opposite 43-45 Bloomsbury Square (0107/8752)**

The site is an existing bus shelter located on the footway adjacent to Bloomsbury Square Gardens on the southeast side. The site is within the Bloomsbury Conservation Area and situated adjacent to a London Square, a Grade II Listed Telephone Kiosk and the Grade II listed buildings at Victoria House, opposite at Sicilian Avenue and 43-45 Bloomsbury Square. The nearest junction/traffic lights are approximately 55m northeast at Southampton Row.

Although the area is a mix of commercial and residential uses, the area nevertheless has a restrained commercial profile, with limited advertising. The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and it would be detract from the restrained character of the adjacent listed buildings and London Square.

The proposal would reduce the effective footway width to approximately 5.25m, although this meets the requirements it would be located next to an existing telephone box and cycle stands which further reduces the effective footway and would have a detrimental impact on pedestrian comfort levels on an already busy pedestrian route. Although there are commercial units opposite fronting onto a busy main traffic route, the advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the northbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

#### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harming the setting of the adjacent Grade II Listed Buildings with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

## **Refuse Advertisement Consent.**

### **L. 2015/5232/A - Bus Shelter outside 16 Upper Woburn Place (0107/7132)**

The site is an existing bus shelter located on the footway adjacent to 16 Upper Woburn Place which is identified as making a positive contribution to the area which is within the Bloomsbury Conservation Area. The site is opposite the Grade I listed building of St Pancras New Church. The nearest junction/traffic lights are approximately 14m north with Euston Road.

The area is a mix of commercial and residential uses the area nevertheless has a restrained advertising on this part of the street. The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and it would detract from the restrained character of the Grade I listed building opposite.

The proposal would reduce the effective footway width to approximately 1.35m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on this pedestrian route. The advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the northbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

## **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harming the setting of the opposite Grade I Listed Building with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

### **Refuse Advertisement Consent.**

#### **M. 2015/5233/A - Bus Shelter outside 14-16 Theobald's Road (0107/8760)**

The site is an existing bus shelter located on the footway adjacent to 14-16 Theobald's Road which are part of a Grade II listed terrace within the Bloomsbury Conservation Area. The nearest junction is approximately 12m west at King's Mews and approximately 50m to the junction/traffic lights at Gray's Inn Road. The nearest residential units are approximately 14m at no. 20.

Although the area is a mix of commercial and residential uses the area nevertheless has restrained advertising on this part of the street. The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and it would detract from the restrained character of the adjacent Grade II listed terrace.

The proposal would reduce the effective footway width to approximately 1.45m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on this pedestrian route. The advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the westbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

## **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harming the setting of the adjacent Grade II Listed Buildings with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

### **Refuse Advertisement Consent.**

#### **N. 2015/5242/A - Bus Shelter outside 30 Hampstead High Street (0107/1050)**

The site is an existing bus shelter located on the footway adjacent to 29 and 30 Hampstead High Street which are Grade II listed buildings within the Hampstead Conservation Area. The nearest pedestrian crossing is approximately 40m south before the junction with Gayton Road. The nearest residential units are approximately 6m at the upper levels of no. 29-30.

The area is a mix of commercial and residential uses the area nevertheless has restrained advertising. The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the

character and appearance of the surrounding Conservation Area and it would detract from the restrained character of the adjacent Grade II listed buildings.

The advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the southbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

#### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Hampstead Conservation Area and harming the setting of the adjacent Grade II Listed Buildings contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

#### **Refuse Advertisement Consent.**

#### **O. 2015/5361/A - Bus Shelter outside 37 Bloomsbury Way (0107/6564)**

The site is an existing bus shelter located on the footway adjacent to The Kingsley (Thistle) Hotel at 37 Bloomsbury Way which is identified as a building which makes a positive contribution within the Bloomsbury Conservation Area. It is adjacent to the Grade I listed building and railings at the Church of St George and pavement lights outside the hotel. The nearest junction/traffic lights are approximately 35m northeast with Bury Place. The hotel at approximately 3m and contains some residential units within.

Although the area is a mix of commercial and residential uses, the area nevertheless has a restrained commercial profile, with limited advertising. The large illuminated sign would be highly visible due to the size, location, and illumination. It is considered that it would be prominent in the immediate vicinity and longer views and would appear out of character in this setting as it would appear intrusive, to the detriment of the character and appearance of the surrounding Conservation Area and it would be detract from the restrained character of the adjacent Grade I listed building.

The proposal would reduce the effective footway width to approximately 1.85m which is less than the minimum recommended and would have a detrimental impact on pedestrian comfort levels on an already busy pedestrian route. Although there are some commercial units fronting onto a busy main traffic route, the advertisement is considered to add visual clutter and potentially distract road users approaching the junction on the northeast bound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

#### **Recommendation**

The internally illuminated digital screen by reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and harming the setting of the adjacent Grade I Listed Buildings with a detrimental impact on highway safety contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP21 (Development connecting to the highway network), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

#### **Refuse Advertisement Consent.**