

Delegated Report		Expiry Date:	22/01/2016
Officer		Application Type:	
Leela Muthoora		Advertisement Consent	
Application Number & Address & Bus Shelter Number			
<p>A. 2015/5201/A - Bus Shelter outside 88 Gray's Inn Road (0107/0061)</p> <p>B. 2015/5202/A - Bus Shelter outside Aviation House, 125 Kingsway (0107/0098)</p> <p>C. 2015/5203/A - Bus Shelter outside 117 Kingsway (0107/0069)</p> <p>D. 2015/5204/A - Bus Shelter outside 258 West End Lane (0107/0132)</p> <p>E. 2015/5205/A - Bus Shelter outside Camden Town Hall, Euston Road (0107/0140)</p> <p>F. 2015/5363/A - Bus Shelter outside 100a Chalk Farm Road (0107/0170)</p> <p>G. 2015/5365/A - Bus Shelter outside Africa House, Kingsway (0107/0071)</p>			
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):
			Refuse Advertisement Consent
Proposal(s)			
A to G: Display of digital screen and non illuminated static poster panel to existing bus shelter			
Consultations			
Summary of consultation responses:	None		
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			
<p>A. 2015/5201/A - Bus Shelter opposite 88 Gray's Inn Road (0107/0061) – 2011/2597/A - Display of a two-sided internally illuminated advertising panel on side of bus shelter. Refused 19/07/2011 <u>Reasons for refusal:</u> "The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually obtrusive and discordant element in the streetscene failing to preserve and enhance the character and appearance of the Bloomsbury conservation area and harming the setting of the adjacent Grade II Listed terrace 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." EN13/0578 - Installation of illuminated advertisement in bus shelter after refusal. No breach found - 07/08/2013</p> <p>B. 2015/5202/A - Bus Shelter outside Aviation House, 125 Kingsway (0107/0098) – ASX0204633 – Retention of two internally illuminated poster panels as part of the bus shelter. Refused 19/08/2002 <u>Reasons for refusal:</u> "The proposed advertisements by virtue of its prominence, positioning, method of illumination, size and scale will have a detrimental effect on the setting of the Holy Trinity Church which is a listed building and upon the wider townscape resulting in material</p>			

harm to the setting of the building and conservation area. The proposal is therefore contrary to policy EN30, EN31, EN38 and Supplementary Planning Guidance 3.6 of the London Borough of Camden Unitary Development Plan 2000.”

Appealed and Appeal Dismissed 26/11/2002

Inspectors Comments: “I conclude that, as part of this bus stop structure and when seen in conjunction with it, the display of the 6-sheet panels would spoil the setting of the adjacent listed Church, and be incompatible with the conservation status of the area and detrimental to the interests of amenity.”

2011/2649/A - Display of a two-sided internally illuminated advertising panel on side of bus shelter. Refused 19/07/2011

Reasons for refusal: “The internally illuminated poster panel, by reason of its size, location and illumination would be a visually obtrusive and discordant element in the streetscene, failing to preserve and enhance the character and appearance of the Kingsway conservation area and harming the setting of the adjacent Grade II Listed Building, 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.”

C. 2015/5203/A - Bus Shelter outside 117 Kingsway (0107/0069)

2011/2607/A - Display of an internally illuminated advertising panel comprising 6 sheet sequential poster on side of bus shelter. Refused 19/07/2011

Reasons for refusal: “The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually obtrusive and discordant element in the streetscene failing to preserve and enhance the character and appearance of the Kingsway 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.”

D. 2015/5204/A - Bus Shelter outside 258 West End Lane (0107/0132) – No relevant history

E. 2015/5205/A - Bus Shelter outside Camden Town Hall, Euston Road (0107/0140)

2011/2610/A - Display of a two sided illuminated advertising panel on side of bus shelter. Refused 19/07/2011

Reasons for refusal: The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually intrusive and discordant element in the streetscene failing to preserve and enhance the character and appearance of the King's Cross conservation area and harming the setting of the adjacent Grade II Listed Building, 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.

F. 2015/5363/A - Bus Shelter outside 100a Chalk Farm Road (0107/0170) – No relevant history

G. 2015/5365/A - Bus Shelter outside Africa House, Kingsway (0107/0071)

2011/2650/A - Display of a two-sided internally illuminated advertising panel on side of bus shelter. Refused 19/07/2011

Reasons for refusal: The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually obtrusive and discordant element in the streetscene, failing to preserve and enhance the character and appearance of the Kingsway 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.

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)

Kingsway Conservation Area Statement 2001 (B,C,G)

Kings Cross St Pancras Conservation Area Statement 2003 (E)

Regents Canal Conservation Area Appraisal and Management Strategy 2008 (F)

West End Green Conservation Area Appraisal and Management Strategy 2011 (D)

Fortune Green and West Hampstead Neighbourhood Development Plan 2014 (D)

Assessment

1.0 Proposal

1.1. Planning permission is sought for the installation of a digital screen to the inward facing side and a non-illuminated static poster panel on the outward facing side of an existing end panel of bus shelter. The digital screen would be 1338mm (W) x 2370mm (H) x 245mm (D) with a visible display area of 1.9m² 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.

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

A. 2015/5201/A - Bus Shelter opposite 88 Gray's Inn Road (0107/0061)

The site is an existing bus shelter located on the footway adjacent to Grade II Verulam Buildings and boundary wall opposite 88 Gray's Inn Road within the Bloomsbury Conservation Area. The nearest junction/traffic lights are approximately 60m north (in front) of the screen. The nearest residential units are approximately 12m at 4 Verulam Buildings.

Although the area is a mix of commercial and residential uses, the western side of the road is residential with no commercial frontage and 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.

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

A previous / subsequent application (ref: 2011/2597/A) for display of a two-sided internally illuminated advertising panel on side of bus shelter was refused in 2011 for the following reason "The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually obtrusive and discordant element in the streetscene failing to preserve and enhance the character and appearance of the Bloomsbury conservation area and harming the setting of the adjacent Grade II Listed terrace."

The current proposal is comparable to that previously refused by the Council is for the same reasons considered to add to visual clutter in the streetscene and to harm the character and appearance of the Bloomsbury Conservation Area and the setting of the Grade II Listed buildings contrary to CPG, DP24 and DP25.

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.

B. 2015/5202/A - Bus Shelter outside Aviation House, 125 Kingsway (0107/0098)

The site is an existing bus shelter located on the footway adjacent to Grade II Listed buildings of Aviation House/Holy Trinity Church within the Kingsway Conservation Area. The nearest junction/traffic lights are approximately 50m north (in front) of the screen.

Although the area is predominately commercial, the area nevertheless has a restrained commercial

profile. 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.

Although there are 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 northbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

A previous application for an illuminated advert on the existing bus shelter was refused in 2002 (ref ASX0204633) The decision was upheld at appeal (ref: APPX5210/H/02/1099142). In dismissing the appeal the inspector was of the view that the proposed illuminated poster panel would be '*generally intrusive in this still fairly restrained conservation area setting*' and would be '*starkly at odds with the neo classical facade of the listed church in the background*'. The inspector concluded that '*The panel would also encourage the impression of clutter when seen in close association with roadside trees and items of street furniture including a lighting column and a litter bin on this part of the public concourse..... [The illuminated posters] would spoil the setting of the adjacent listed church, be incompatible with the conservation status of the area and detrimental to the interest of amenity.*'

A subsequent application (ref: 2011/2649/A) for display of an internally illuminated advertising panel comprising 6 sheet sequential poster on side of bus shelter was refused in 2011 for the following reason: "The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually obtrusive and discordant element in the streetscene failing to preserve and enhance the character and appearance of the Kingsway conservation area."

The current proposal is comparable to that previously refused by Council and dismissed at appeal and is for the same reasons considered to add to visual clutter in the streetscene and to harm the character and appearance of the Kingsway Conservation Area and the setting of the Grade II Listed buildings contrary to CPG, DP24 and DP25.

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 Kingsway 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. 2015/5203/A - Bus Shelter outside 117 Kingsway (0107/0069)

The site is an existing bus shelter located on the footway adjacent to Beacon House, 117 Kingsway within the Kingsway Conservation Area. The nearest junction/traffic lights are approximately 70m north (in front) of the screen.

The area is predominately commercial but nevertheless has a restrained commercial profile. 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. Although not impacting as directly on the setting of the listed building

as the nearby shelter no. 0107/0098 (B) the impact on the street scene is considered to be detrimental.

Although there are 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 northbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

A previous application (ref: 2011/2607/A) for display of an internally illuminated advertising panel comprising 6 sheet sequential poster on side of bus shelter was refused in 2011 for the following reasons: "The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually obtrusive and discordant element in the streetscene failing to preserve and enhance the character and appearance of the Kingsway conservation area"

The current proposal is comparable to that previously refused by Council and is for the same reasons considered to add to visual clutter in the streetscene and to harm the character and appearance of the Kingsway Conservation Area contrary to CPG, DP24 and DP25.

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 Kingsway 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.

D. 2015/5204/A - Bus Shelter outside 258 West End Lane (0107/0132)

The site is an existing bus shelter located on the footway adjacent to 258 West End Lane which is identified as making a positive contribution within the West End Green Conservation Area and Fortune Green and West Hampstead Neighbourhood Development Area. The nearest pedestrian crossing is approximately 20m northwest on the approach to the screen after the junction with West End Green. The nearest residential units are approximately 8m adjacent on the upper floors of 256 & 258 West End Lane.

The area is a mix of commercial and residential with various commercial properties along West End Lane although they have a restrained commercial profile with limited illuminated advertising. The West End Green Conservation Area Appraisal and Management Strategy states that signage should be non-illuminated or externally illuminated.

The Neighbourhood Development Plan states that Street signs on pavements should be set back as far as possible or placed on side streets and identifies West End Green as a vital asset to the community. 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 and is considered to add to visual clutter in the streetscene, to the detriment of the character and appearance of the surrounding Conservation Area.

The advertisement is considered to add visual clutter and potentially distract road users approaching

the pedestrian crossing on the south bound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road user's 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 West End Green Conservation Area and with a detrimental impact on highway safety contrary to 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; and policies 2 (Design and Character), 3 (Safeguarding and enhancing Conservation Areas & heritage assets), 9 (pavements & Pedestrians) of the Fortune Green and West Hampstead Neighbourhood Development Plan

Refuse Advertisement Consent.

E. 2015/5205/A - Bus Shelter outside Camden Town Hall, Euston Road (0107/0140)

The site is an existing bus shelter located on the footway adjacent to Grade II Listed building of Camden Town Hall and Grade I Listed St. Pancras Chambers and Hotel and St Pancras Station on the opposite side of Euston Road within the Kings Cross Conservation Area. The nearest junction/traffic lights are approximately 70m west (in front) of the screen and approximately 60m behind as traffic turns west onto Euston Road from Argyle Street. The nearest residential units are approximately 45m across the dual carriageway set back within St Pancras Chambers.

There are various commercial properties along the south side of Euston Road and whilst it is acknowledged that the road is a busy and heavily trafficked, its character is defined in this section by absence of significant commercial advertisements in the vicinity of the shelter and the historic buildings of the Grade II Town Hall adjacent and the Grade I hotel opposite. 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.

Although there are 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 west bound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

A previous application (ref: 2011/2610/A) for display of an internally illuminated advertising panel comprising 6 sheet sequential poster on side of bus shelter was refused in 2011 for the following reasons: "The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually intrusive and discordant element in the streetscene failing to preserve and enhance the character and appearance of the King's Cross conservation area and harming the setting of the adjacent Grade II Listed Building."

The current proposal is comparable to that previously refused by Council and is for the same reasons considered to add to visual clutter in the streetscene and to harm the character and appearance of the King's Cross Conservation Area and the setting of the Grade I & II Listed buildings contrary to CPG, DP24 and DP25.

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 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.

F. 2015/5363/A - Bus Shelter outside 100a Chalk Farm Road (0107/0170)

The site is an existing bus shelter located on the footway adjacent to Grade II* Listed building of The Roundhouse and Grade II listed drinking trough and drinking fountain within the Regents Canal Conservation Area. The nearest junction and traffic island are approximately 10m northwest (in front) of the screen at Belmont Street. The nearest residential units are approximately 18m opposite on the upper floors of 74 Chalk Farm Road.

Although there are various commercial properties along Chalk Farm Road they have a restrained commercial profile. 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 and is considered to add to visual clutter in the streetscene, to the detriment of the character and appearance of the surrounding Conservation Area and the setting of the Grade II* Roundhouse.

The advertisement is considered to add visual clutter and potentially distract road users approaching the traffic island on the northwest bound carriageway in front of the Roundhouse, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

On advice from The Council Transport Planners, the distance of the existing remaining width of the pavement is too narrow at approximately 1.3m and does not follow Transport for London's guidance which states pedestrian areas should have an effective footway width at least 1.8m. Transport for London should consider relocating the bus stop so that there is at least 1.8m.

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 adjacent Grade II* 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.

G. 2015/5365/A - Bus Shelter outside Africa House, Kingsway (0107/0071)

The site is an existing bus shelter located on the footway adjacent to Grade II Listed buildings of Africa House 64-78 Kingsway and The Church of St Anselm & St Celia near the corner of Twyford Place within the Kingsway Conservation Area. The nearest junction/traffic lights are approximately 30m south (in front) of the screen.

The area is predominately commercial but nevertheless has a restrained commercial profile. 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. Although not impacting as directly on the setting of the listed building as the nearby shelter no. 0107/0098 (B) the impact on the street scene is considered to be detrimental.

Although there are 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 southbound carriageway, particularly during hours of darkness which could be to the detriment of highway and pedestrian and other road users safety.

A previous application (ref: 2011/2650/A) for display of an internally illuminated advertising panel comprising 6 sheet sequential poster on side of bus shelter was refused in 2011 for the following reasons: "The internally illuminated poster panel, by reason of its size, location and illumination, would be a visually obtrusive and discordant element in the streetscene, failing to preserve and enhance the character and appearance of the Kingsway conservation area and harming the setting of the adjacent Grade II Listed Buildings." The previous refusals and appeal decisions are equally applicable to this location.

The current proposal is comparable to that previously refused by Council and is for the same reasons considered to add to visual clutter in the streetscene and to harm the character and appearance of the Kingsway Conservation Area and the setting of the Grade II Listed buildings contrary to CPG, DP24 and DP25.

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 Kingsway 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.