

| Delegated Report   |   | Analysis sheet                 |                           |
|--|---|--------------------------------|---------------------------|
|  |   | N/A / attached                 |                           |
| Officer  | Application Number(s)   | Expiry Date:                   | Consultation Expiry Date: |
| David Glasgow  | A) 2011/2649/A Bus Shelter outside 125-129 Kingsway<br>B) I) 2011/2607/A Bus shelter outside 117 Kingsway<br>C) 2011/2650/A Bus Shelter outside 64-78 Kingsway<br>D) 2011/2610/A Bus Shelter outside Camden Town Hall Euston<br>E) 2011/2656/A Bus Shelter outside 301-305 Euston Road<br>F) 2011/2655/A Bus Shelter outside 173-177 Euston Road<br>G) 2011/2634/A Bus Shelter outside Euston Station Euston Road<br>H) 2011/2633/A Bus Shelter outside Kings Cross Station Euston Road<br>I) 2011/2613/A Bus Shelter outside Kings Cross Station Euston Road<br>J) 2011/2637/A Bus Shelter outside Waterhouse Square 138 Holborn<br>K) 2011/2654/A Bus Shelter outside 14 Grays Inn Square<br>L) 2011/2597/A Bus Shelter outside Verelum Buildings 3 Grays Inn Road<br>M) 2011/2647/A Bus Shelter outside Fox Court 14 Gray's Inn Road<br>N) 2011/2639/A Bus Shelter outside 267-275 Gray's Inn Road<br>O) 2011/2651/A Bus Shelter outside 317 Finchley Road | 19/07/2011                     | N/A                       |
| Application Address  |   | Drawing Numbers                |                           |
| A)Bus Shelter outside 125-129 Kingsway<br>B) Bus shelter outside 117 Kingsway<br>C) Bus Shelter outside 64-78 Kingsway<br>D)Bus Shelter outside Camden Town Hall Euston<br>E) Bus Shelter outside 301-305 Euston Road<br>F) Bus Shelter outside 173-177 Euston Road<br>G) Bus Shelter outside Euston Station Euston Road<br>H) Bus Shelter outside Kings Cross Station Euston Road |   | Refer to draft decision notice |                           |

I) Bus Shelter outside Kings Cross Station  
Euston Road  
J) Bus Shelter outside Waterhouse Square 138  
Holborn  
K) Bus Shelter outside 14 Grays Inn Square  
L) Bus Shelter outside Verelum Buildings 3  
Grays Inn Road  
M) Bus Shelter outside Fox Court 14 Gray's Inn  
Road  
N) Bus Shelter outside 267-275 Gray's Inn Road  
O) Bus Shelter outside 317 Finchley Road

**PO 3/4**

**Area Team Signature**

**C&UD**

**Authorised Officer Signature**

**Proposal(s)**

A)– O) Display of an internally illuminated advertising panel comprising 6 sheet sequential poster on side of bus shelter.

**Recommendation(s):**

- A) Refuse Advertisement Consent
- B) Refuse Advertisement Consent
- C) Refuse Advertisement Consent
- D) Refuse Advertisement Consent
- E) Grant Advertisement Consent
- F) Grant Advertisement Consent
- G) Grant Advertisement Consent
- H) Grant Advertisement Consent
- I) Grant Advertisement Consent
- J) Grant Advertisement Consent
- K) Grant Advertisement Consent
- L) Refuse Advertisement Consent
- M) Grant Advertisement Consent
- N) Grant Advertisement Consent
- O) Grant Advertisement Consent

|   |                                |
|---|--------------------------------|
| <b>Application Type:</b>                  | A) – O) Advertisement consent  |
| <b>Conditions or Reasons for Refusal:</b> | Refer to Draft Decision Notice |
| <b>Informatives:</b>                      |                                |

### Consultations

|   |              |    |                  |    |                   |    |
|---|--------------|----|------------------|----|-------------------|----|
| <b>Adjoining Occupiers:</b>               | No. notified | 00 | No. of responses | 00 | No. of objections | 00 |
|   |              |    | No. Electronic   | 00 |                   |    |
| <b>Summary of consultation responses:</b> | N/A          |    |                  |    |                   |    |
| <b>CAAC/Local groups Comments:</b>        | N/A          |    |                  |    |                   |    |

### 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) 125-129 Kingsway

**ASX0204633** - Retention of two internally illuminated poster panels as part of the bus shelter, as shown on drawing number; 300938. **REFUSED** 12/08/2002. **APPEAL DISMISSED** 26/11/2002

*Reason: 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 harm to the setting of the building and conservation area.*

#### B) 117 Kingsway

No relevant history

#### C) 64-78 Kingsway Africa House

No relevant history

#### D) Camden Town Hall Euston

No relevant history

#### E) 301-305 Euston Road

No relevant history

**F) 173-177 Euston Road**

**2006/2515/P** - Display of 2 x internally illuminated poster panels on bus shelter. Granted 18/07/2006

**G) Euston Station Euston Road**

No relevant history

**H)&I) Kings Cross Station Euston Road**

No relevant history

**J) Waterhouse Square 138 Holborn**

**ASX0004463** - The display of 2 illuminated poster panels each 1760mm x 1160 forming part of a bus shelter. (as shown on 3 unnumbered plans). Granted 22/08/2000.

**K) 14 Grays Inn Square**

**2007/6290/A** - Display of vertically scrolling internally illuminated poster panel on side of existing bus shelter. Granted 05/03/2008.

**L) Fox Court 14 Gray's Inn Road**

**2004/0141/A** - Display of 2 internally illuminated, static poster panels on bus passenger shelter located on the public highway. Granted 21/01/2004

**M) 267-275 Gray's Inn Road**

**2005/0697/A** - Display of 2 x internally illuminated poster panels each (1760mm x 1160mm) forming an integral part of the bus shelter. Granted 17/03/2005

**N) Verelum Buildings 3 Grays Inn Road**

No relevant history

**O) 317 Finchley Road**

No relevant history

**Relevant policies**

**LDF Core Strategy and Development Policies**

Relevant Policies in Camden Core Strategy

CS14 – Promoting high quality places and conserving our heritage

Relevant Policies in Camden Development Policies

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

**Camden Planning Guidance**

**Bloomsbury Conservation Area Statement**

**Kings Cross Conservation Area Statement**

**Covent Garden (Seven Dials) Conservation Area Statement**

**Kingsway Conservation Area Statement**

**Hatton Garden Conservation Area Statement**

**Assessment**

**Background**

The proposed illuminated poster panels are to replace existing fixed illuminated poster panels on the existing bus stops. Of the existing, only signs at sites f) j) k) l) and m) are authorised. Where the applications for the proposed replacement panels are recommended for refusal, it is recommended a separate enforcement investigation be undertaken into the existing unauthorised signage.

**Proposal**

It is proposed to install single, 6-sheet scrolling illuminated poster panels into existing bus shelters at various sites within the borough. The proposed illuminated panels would measure 1750mm x 1160mm with a total area of 1.98sqm.

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 therefore only require consent due to the internal illumination.

**Policy**

Applications for advertisement consent are assessed in terms of their impact on visual amenity and public safety. None of the proposed illuminated poster panels are considered likely to result in an increased risk to driver or pedestrian safety. The applications were considered by the Metropolitan Police Crime Prevention and Design officer who did not consider the proposed adverts to pose crime related issues.

DP24 states that all development must consider the character, setting, context, form and scale of neighbouring development; its contribution to the public realm and its impact on views and vistas; and the wider historic environment and features buildings and spaces of local historic value.

DP25 states that the Council will only permit development within conservation areas that preserves and enhances the character and appearance of the area; not permit development outside of conservation areas that causes harm to the character and appearance of the conservation area; and will not permit development that is considered would harm the setting of a listed building.

Camden Planning Guidance (CPG) states that free standing signs on street furniture (including bus stops) 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. Chapter 8 of the CPG - *Advertisements, signs and hoardings* specifically states that all 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 of buildings;
- must respect the character and appearance of the surrounding area and take into account the surroundings and external fabric of the buildings;
- should serve as an integral part of the immediate surroundings;

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

#### **A) 2011/2649/A Bus Shelter outside 125-129 Kingsway**

The sign is to be located on the existing bus shelter located on the eastern side of Kingsway. The site is located within the Kingsway conservation area and is adjacent to Aviation House/Holy Trinity Church which is a Grade II Listed Building.

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 noted that although Kingsway is generally commercial in nature, the commercial aspect is '*broadly linear whereas the proposed illuminated poster display would command a relatively exposed road side position.*' 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.*

The current proposal is identical 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 building contrary to CPG, DP24 and DP25.

#### **Recommendation**

Refuse Advertisement Consent.

#### **B) 2011/2607/A Bus shelter 117 Kingsway**

The sign is to be located on the existing bus shelter located on the eastern side of Kingsway approximately 20m south of the shelter outside Aviation House/Holy Trinity Church. As stated in the inspectors report with respect of the adjacent poster panel (ref: APPX5210/H/02/1099142) Kingsway is generally commercial though restrained in character. Although not impacting as directly on the setting of the listed building as the nearby previously refused poster panel, the proposed illuminated panel is still considered to be obtrusive and add to visual clutter in the context of the streetscene in the same way. The inspectors reasoning with respect to the impact on the streetscene and conservation area is considered to be equally applicable to this location only 20m further south. It is considered the illuminated poster panel would appear obtrusive and prominent in this restrained street scene and add visual clutter especially when seen in close association with the neighbouring bus shelter, resulting in demonstrable harm to the character and appearance of the streetscene and

Kingsway conservation area contrary to CPG, DP24 and DP25.

### **Recommendation**

Refuse Advertisement Consent

#### **C) 2011/2650/A Bus Shelter outside 64-78 Kingsway**

The site is approximately 40m southeast of the bus shelter on the opposite side of the road at 125-129 Kingsway (outside Aviation House/Holy Trinity Church) and 25m southeast of the shelter at 117 Kingsway. The sign would be located on the existing bus shelter in front of the southern end of the Grade II listed Africa House near the corner of Kingsway and Twyford Place. Directly across Twyford Place is the Grade II Listed Church of St Anselm and St Cecil. It is against the background of these two listed buildings that the illuminated poster panel would be seen. The inspectors arguments in respect of the illuminated poster panel at 125-129 Kingsway are considered equally applicable to this nearby location. It is considered that the illuminated poster panel occupying a relative exposed roadside position would be visually intrusive in views of Africa House and the Listed church and not in keeping with the restrained conservation character of the streetscene due to its position and bright illumination. It is therefore considered to add visual clutter and result in demonstrable harm to the character and appearance of the Kingsway conservation area and the setting of the Grade II Africa House and Church of St Anselm and Celia Buildings contrary to CPG and DP24 and DP25.

### **Recommendation**

Refuse Advertisement Consent.

#### **D) 2011/2610/A Bus Shelter outside Camden Town Hall Euston**

The illuminated poster panel would be located on the existing bus stop on the south side of Euston Road within the Kings Cross Conservation area and directly outside the Grade II Listed Camden Town Hall building. This particular location within the conservation area is characterised by historic buildings. In particular, the Camden Town Hall and Grade I Listed St. Pancras hotel/station on the opposite side of Euston Road. Additionally, it is not characterised by any illuminated advert panels, with the Town Hall, neighbouring Town Hall Extension and St Pancras Station opposite having no illuminated advertising.

There is presently a two sided illuminated poster panel installed at the shelter without consent. The proposed illuminated poster panel would be identical in appearance to the existing which is not considered acceptable. The illuminated sign would be at odds with the restrained and historic character of this section of the streetscene. Whilst it is acknowledged that Euston Road is a busy and heavily trafficked, its character is defined in this section by historic buildings and distinct lack of commercial signage. Against this backdrop it is considered that the illuminated poster panel would be unduly visually prominent in views of the Town Hall due to its size and bright illumination. The proposed illuminated sign is therefore considered to be visually obtrusive and out of keeping with the restrained character of the conservation area, resulting in demonstrable harm to the character and appearance of the conservation area and the setting of the Grade II Listed Town Hall Building contrary to CPG and DP24 and DP25.

### **Recommendation**

Refuse Advertisement Consent.

### **E) 2011/2656/A Bus Shelter outside 301-305 Euston Road**

The sign is located on the existing bus shelter located on the south side of Euston Road. The site is not located within a conservation area or adjacent to any Listed buildings. This section of Euston Road is fairly commercial in nature and heavily trafficked with no significant redeeming character. As such the illuminated sign in this location is not considered to result in harm to the character and appearance of any nearby buildings or the wider streetscene and is considered acceptable.

### **Recommendation**

Grant Advertisement Consent.

### **F) 2011/2655/A Bus Shelter outside Friends House 173-177 Euston Road**

The site is the existing bus stop located on the south side of Euston Road within the Bloomsbury Conservation area and outside the Grade II Listed Friends House building. An application for the existing 2x internally illuminated posted panels was approved in 2006 (Ref: 2006/2515/P).

The previous assessing officer did not consider the proposal to have any negative impact on the setting of the Listed building or the Bloomsbury conservation area. There has been no material change in the proposal or policy since this previous approval, therefore in the interests of consistency the current application is also recommended for approval.

### **Recommendation**

Grant Advertisement Consent.

### **G) 2011/2634/A Bus Shelter outside Euston Square Euston Road**

The sign is to be located on the existing bus shelter located on the south side of Euston Road outside Euston Square Gardens just outside the Bloomsbury conservation area, which begins on the opposite side of Euston Road. This site is opposite the Grade II Listed Friends House building.

There is no illuminated advertising in the immediate vicinity other than the panel located on the opposite side of the road in front of Friends House. Although this section of Euston Road is neither commercial in nature nor characterised by illuminated signage it is not within conservation area is a brightly lit and heavily trafficked road adjacent to Euston station. In the context of the location the proposed illuminated poster panel is not considered to be especially visually prominent or to be out of keeping with the character of the surrounding area and is considered acceptable.

### **Recommendation**

Grant Advertisement Consent.



#### **H) 2011/2613/A & I) 2011/2633/A Bus Shelters outside Kings Cross Station Euston Road**

The signs are to be located on the existing bus shelters located on the northern side of Euston Road outside the Grade II\* Listed Kings Cross station within the Kings Cross Conservation Area. The area in front of Kings Cross station is earmarked to be redeveloped as part of the ongoing Argent King Cross re-development within the next few years. Presently, this area is in a poor state dominated by poor quality temporary structures, an abundance of signage associated with the ground floor shop use, as well as temporary site office structures and vendor stalls. Due to the current state of this area it is considered that the illuminated poster panels would not result in significant additional harm to the character and appearance of the conservation area or the setting of the Grade II\* listed station. It is recommended however, that any approval be conditional for a period of two years only so that the impact of the signage can be reevaluated once the redevelopment of the area in front of the station is completed.

#### **Recommendation**

Grant Advertisement Consent.

#### **J) 2011/2637/A Bus Shelter outside Waterhouse Square 138 Holborn**

The site is located within the Hatton Garden conservation area outside the Grade II\* Listed Prudential building. An application for 2x internally illuminated posted panels was approved in this exact location on 22/08/2000. (ref ASX0004463). Due to the immense scale of the building, busy road and distance of the bus shelter away from the building, the previous assessing officer did not consider the proposal to have any negative impact on the surrounding streetscene, conservation area or the setting of the Listed Building. There has been no material change in the proposal or policy since this approval, therefore in the interests of consistency the current application is also recommended for approval.

#### **Recommendation**

Grant Advertisement Consent.

#### **K) 2011/2654/A Bus Shelter outside 14 Grays Inn Square**

The illuminated poster panel is to be located on the existing bus shelter on the eastern side of Gray's Inn road, outside the Grade II\* Listed Gray's Inn Square terrace. An application for an identical proposal was approved in 05/03/2008 (ref: 2007/6290/A). The assessing officer of the previous application did not consider the proposal to have any negative impact on either the setting of the listed building or the conservation area. There has been no material change in circumstance or policy since this approval, therefore in the interests of consistency the current application is also recommended for approval.

It is noted that there is an unauthorised illuminated poster panel on the nearest bus stop approximately 20m to the south. Whilst it is considered appropriate to follow the Councils previous decision with regards the approved advertisement, the cumulative impact of the additional signage is considered detrimental to the character of the conservation area and to the setting of the Grade II\*

Listed terrace contrary to CPG and DP24 and DP25. It is recommended that the unauthorised advert be subject to a separate enforcement investigation.

### **Recommendation**

Grant Advertisement Consent

### **L) 2011/2597/A Bus Shelter outside Verelum Buildings 3 Grays Inn Road**

The illuminated sign is located on an existing bus shelter located on the western side of Gray's Inn Road in front of the Grade II listed 'Verulum' terrace. The site is approximately 100m north of the bus shelter outside the Grade II\* listed Gray's Inn Square. The character of Grays Inn Road between Baldwin Gardens to the south and Theobald's Road to the north is dominated by the presence of these two listed terraces on the western side which have no commercial frontage or associated advertising apart from the previously approved illuminated poster panel in front of Gray's Inn Square and the additional unauthorised illuminated poster panels.

There are presently two unauthorised illuminated poster panels on existing bus shelters set approximately 20m apart in this location directly in front of the Verelum buildings. The current application is for an illuminated poster panel in the northern most of these two bus shelter. It is considered that further proliferation of signs on the western side of the road would be out of character with the area and result in harmful and obtrusive visual clutter. Whilst it was considered appropriate to follow Council's previous decision with regards to the illuminated poster panel outside 14 Gray's Inn Square, it is considered that an additional illuminated poster panel in this non-commercial and very restrained section of the conservation area, which is characterised by listed terrace buildings, would fail to preserve and enhance the character and appearance of the conservation area or respect the setting of the Grade II Listed terrace contrary to CPG and DP24 and DP25

### **Recommendation**

Refuse Advertisement Consent.

### **M) 2011/2647/A Bus Shelter outside Fox Court 14 Gray's Inn Road**

The illuminated poster panel is to be located on the existing bus shelter on the western side of Gray's Inn Road outside the Fox Court Building. An application for the existing illuminated poster panel was approved in 21/01/2004 (ref: 2004/0141/A). The assessing officer did not consider the proposal to have any negative impact on the surrounding streetcene. There has been no material change in circumstance or policy since this previous approval and the current proposal is also considered acceptable.

### **Recommendation**

Grant Advertisement Consent.

### **N) 2011/2639/A Bus Shelter outside 267-275 Gray's Inn Road**

The illuminated poster panel would be located on the existing bus shelter on the western side of

Gray's Inn Road. An application for a similar proposal for a two-sided illuminated poster panel was approved in 17/03/2005 (ref: 2005/0697/A) The assessing officer did not consider the proposal to have any negative impact on the surrounding streetcene the conservation area. As there has been no material change in circumstance or policy since the previous approval, the proposed illuminated poster panel is considered acceptable.

**Recommendation**

Grant Advertisement Consent

**O) 2011/2651/A Bus Shelter outside 317 Finchley Road**

The sign is to be located on the existing bus shelter located on the south eastern side of Finchley Road. The site is not located within a conservation area. This section of Finchley Road is very commercial in nature and very busy with no significant redeeming character. As such the illuminated sign in this location is not considered to result in harm to the character and appearance of the streetscene and is considered acceptable.

**Recommendation**

Grant Advertisement Consent.

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