

Delegated Report			Expiry Date:	22/02/2017
Officer			Application Number(s)	
Leela Muthoora			2016/6869/A	
Application Address			Application Type:	
Bus shelter O/S 14 Parkway (Odeon Cinema) London NW1 7AA			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Installation of double-sided structure to existing bus shelter no. 0107/9523 to display 2x internally illuminated digital screens.				
Consultations				
Summary of consultation responses:		No consultation responses received		
Site Description				
<p>The site is an existing bus shelter located on the footway adjacent to 14 Parkway, currently Odeon Cinema, which is identified along with the group of buildings from 2-112 Parkway on the same side of the road and 1-13 on the opposite side of the road as buildings which make a positive contribution within the Camden Town Conservation Area.</p> <p>Parkway is a two lane one-way road and there is a loading bay directly after the shelter. The nearest pedestrian crossing is approximately 48m after the shelter north-east at Britannia junction. The nearest junction is approximately 40m south-west before the shelter at the junction with Arlington Road.</p> <p>The nearest residential units are approximately 11m opposite at the upper levels of 11 & 13 & 23 Parkway.</p>				
Relevant History				
<p>This site- no relevant history</p> <p>Other sites- There are similar applications for single sided digital screens where refusals were appealed and the appeals were dismissed by the Planning Inspectorate who agreed that the adverts would be harmful to visual amenity and heritage assets. They all involved 'Display of digital screen and non-illuminated static poster panel to existing bus shelter' at the following sites-</p> <p>2015/5201/A - opposite 88 Gray's Inn Road - Refused 22/01/2016 - Appeal dismissed 03/06/2016; 2015/5202/A - outside 125-129 Kingsway - Refused 22/01/2016 - Appeal dismissed 06/06/2016; 2015/5203/A - outside 117 Kingsway - Refused 22/01/2016 - Appeal dismissed 03/06/2016; 2015/5204/A - outside 258 West End Lane - Refused 22/01/2016 - Appeal dismissed 07/06/2016; 2015/5205/A - outside Town Hall Euston Road - Refused 22/01/2016 - Appeal dismissed 06/06/2016; 2015/5363/A - outside 100A Chalk Farm Road - Refused 22/01/2016 - Appeal dismissed 06/06/2016; 2015/5365/A - outside 70 Kingsway - Refused 22/01/2016 - Appeal dismissed 06/06/2016.</p>				

Relevant policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

National Planning Policy Framework 2012

London Plan 2016

LDF 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

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

Camden Character Study June 2015

Camden Town Conservation Area Appraisal and Management Strategy 2014

Camden Streetscape Design Manual 2005

Transport for London Pedestrian Comfort Level Guidance for London 2010

Assessment

1. Proposal

- 1.1. Advertisement consent is sought for installation of a double-sided structure to form an end panel at right angles to the north-east end of the existing bus shelter for the display of two digital screens facing inward and outward. Each digital screen would be 1338mm (W) x 2370mm (H) x 350mm (D) with a visible display area of 1.9m² made of an LCD screen with replacement glazing of 8mm. The screens' luminance levels are capable of 2500cd/m.
- 1.2. It should be noted that similar schemes at other sites in Camden were refused advert consent (see history above); subsequent appeals were dismissed by the Planning Inspectorate who agreed with the Council's reason that the adverts would be harmful to visual amenity and to the character and appearance of the streetscene, conservation area, and/or adjoining listed buildings.

2. Planning considerations

- 2.1. Advertisements 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. Although the addition of the end panel falls within permitted development for highways structures, the main purpose of the structure is for advertising and the display requires express consent due to their cumulative size and internal illumination of the digital screens.
- 2.2. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to consider amenity and public safety matters in determining advertisement consent applications.

3. Amenity: Visual impact and impact on residential amenity

- 3.1. Camden Planning Guidance for Design (CPG1) 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 nearest buildings and surrounding area and their addition to the street scene.
- 3.2. Design guidance and the Camden Town Conservation Area Management Strategy also states 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.
- 3.3. The area is a mix of commercial and residential uses; however, it has restrained shop front signage with limited illumination in accordance with guidance for the Conservation Area. The existing bus shelter has two information panels with no advertising panels and is transparent at either end to allow visibility through the structure and has minimal impact on the surrounding area. Despite the busy town centre character of the area, the proposed structure would be highly visible due to the size, location and illumination and would occupy a prominent forward position on the footway and constitute an element of visual clutter. It is considered that it would be unduly dominant in the immediate vicinity and prominent in longer views along Parkway and towards the historic junction of Britannia Junction and its corner buildings. It would appear out of character in this setting as it would detract from the buildings which make a positive contribution to the conservation area from 2-112 and 1-13 Parkway. Overall, it is considered that the proposal would fail to preserve or enhance the character and appearance of the Conservation Area and cause harm to the visual amenity of the immediate locality and wider area.
- 3.4. Camden Planning Guidance for Amenity (CPG 6) 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 and would be illuminated, they can appear visually obtrusive and would have the potential to cause light pollution to neighbouring residential properties. The nearest residential windows are situated at an approximate distance of 11m at the upper levels of 11 & 13 & 23 Parkway. As they are at a higher level on the opposite side of the road, the proposal is not considered to be detrimental to the neighbouring occupiers' amenity in terms of light pollution or outlook.

4. Public Safety

- 4.1. 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. The Council will not support proposals that involve the provision of additional street furniture that is not of benefit to highway users. The increased size of the glazed end panel replaced by the solid digital display forum is considered to create a hindrance to the free flow of pedestrian movement on the footpath causing pedestrians to negotiate around it during busy periods. The addition of the screens would reduce the effective footway width to 3.45m, however, this would meet the minimum recommended for a busy pedestrian route by the document titled 'Pedestrian Comfort Guidance for London' published by Transport for London and would not have a detrimental impact on pedestrian comfort levels on this route.
- 4.2. It is accepted that all advertisements are intended to attract attention and the proposed advertisements would be placed in a typical position for a poster panel within an existing bus shelter structure. The Council also acknowledges digital displays of the size and form proposed are experienced in using the capital's transport network and the level of illumination and display of moving images can be restricted by condition. However, advertisements are more likely to distract road users at junctions, roundabouts and pedestrian crossings particularly during hours of darkness when glare and light spillage can make it less easy to see things, which could be to the detriment of highway and pedestrian and other road users' safety.
- 4.3. The existing bus shelter is predominantly glazed allowing views through the shelter; the addition of the solid digital display forum would be visible from the pedestrian crossing at junction with Camden High Street and the junction with Arlington Road but it they are sufficient distance away for sight lines to be adversely affected. In this location, the display would be visible after the bend and junction with Arlington Road on Parkway which would allow time for it to be seen and noted by drivers without causing visual disturbance on the approach to the crossing/junction. Parkway is a two lane, one-way road in the north-east direction towards Camden High Street and Britannia Junction; there is a loading bay situated directly behind the shelter; it is considered that the vehicles parked here will be of a type that is larger than the proposed screen and would be visible behind the structure. Taking all of these aspects into consideration, the proposal is not considered to have a detrimental impact on public safety.

5. Recommendation

5.1. Refuse Advertisement Consent as follows-

The internally illuminated digital screens, by reason of their location, size, design and method of illumination, would be unduly dominant and visually obtrusive in the streetscene, failing to preserve and enhance the character and appearance of the Camden Town 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; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.