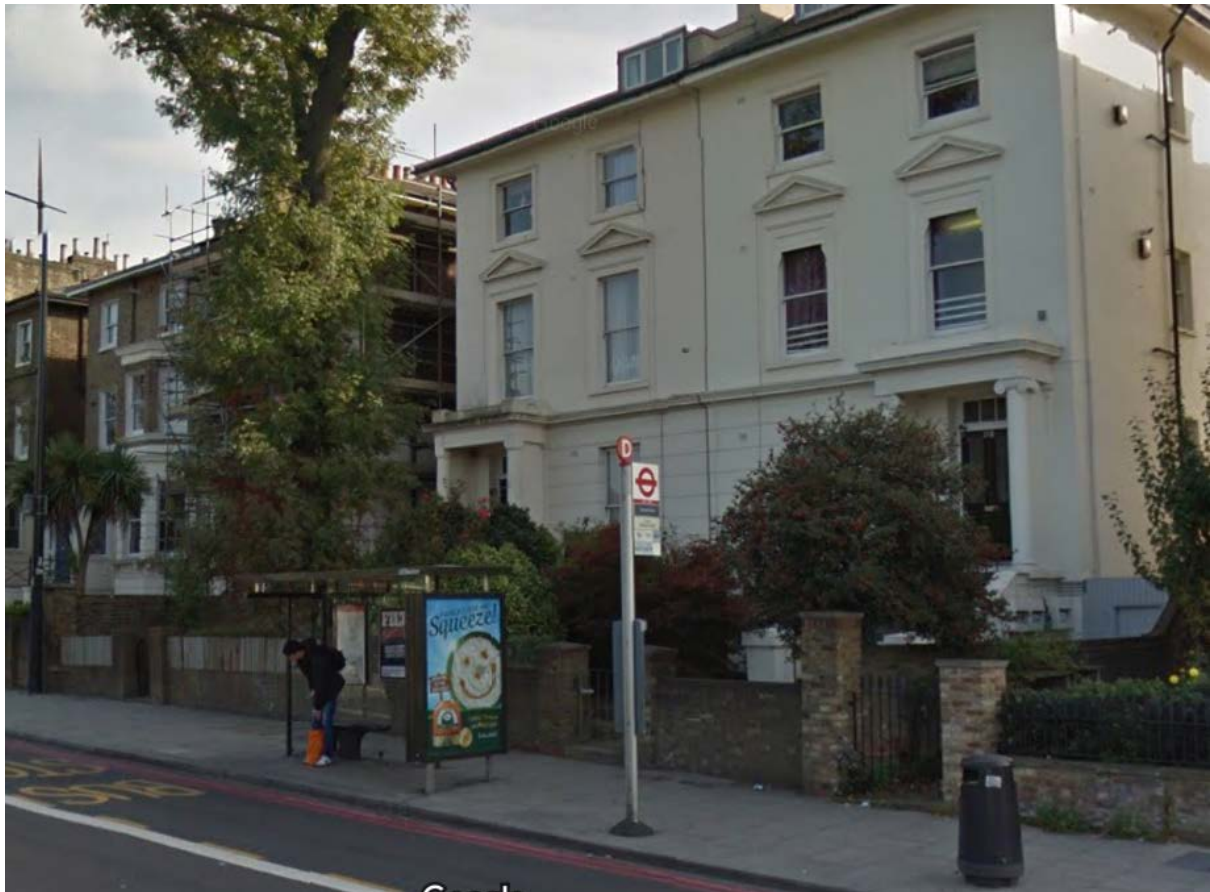


2017/0265/A - Bus Shelter outside 212 Camden Road



View of the bus shelter with the residential properties behind it.





View of the bus shelter showing the bus lane, the petrol station further behind and the car dealership opposite the site.



View of Camden Road heading towards Camden Town Underground Station with the petrol station and car dealership. The bus shelter is in the background on the right hand side. The sports ground is passed the car dealership on the far left hand side.



Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	14/03/2017
		N/A		Consultation Expiry Date:	09/02/2017
Officer			Application Number(s)		
Matthias Gentet			2017/0265/A		
Application Address			Drawing Numbers		
Bus Shelter outside 212 Camden Road London, NW1 9RF			See draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of 1 X internally illuminated digital screen on the inside side panel to existing bus shelter structure no.CAM0051AB.					
Recommendation(s):		Grant Conditional Advert Consent			
Application Type:		Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. Electronic	00		
Summary of consultation responses:	<p>A comment from Transport for London (TfL) was received, summarised as follow:</p> <ul style="list-style-type: none">o The proposed free standing forum structure must not operate over an illumination level of 600cd/m2 during the day and 300cd/m2 at night;o If the nature and size of the proposed advertising is to be altered, TfL will need to be consulted before any changes can be implemented;o The sign shall not display any moving, or apparently moving, images;o The display shall not change more than once every 10 seconds;o Any sequential change between advertisements will take place over a period no greater than one second; <p>Subject to the above conditions being met, the proposal as it stands would not result in an unacceptable impact to the Transport for London Road Network (TLRN)</p> <p><u>Officer's Response:</u> <i>These conditions are to be added to the decision to ensure that the correct type of advertisement is in place that wouldn't otherwise impede the safety of road users and pedestrians.</i></p>					
CAAC:	<p>An objection from the Rochester CAAC has been received, summarised as follow:</p> <ul style="list-style-type: none">o A large illuminated advertisement would be unwelcome;o It run directly downhill to cross the very old road of St Pancras Way and particularly on the east side there are old villa houses with large trees;o Advertisements would spoil the street scene and view, as well as making confusing sightlines for motorists on this difficult hill which has a bus lane, pedestrian crossings and a major school. <p><u>Officer's Response:</u> <i>See paragraphs 4.4 and 4.5 below</i></p>					

Site Description

The site is located on the south-eastern pavement on Camden Road, half way between Camden Town Underground Station to the northeast and Holloway Road in Islington to the southwest. The structure sits along and within the Camden Square Conservation Area boundaries, and outside 3-storey semi-detached Italianate residential properties with lower ground floor level, and roof mansards. The opposite side of the Camden Road (north-west) is not in a Conservation area.

Relevant History

Site's History:

AEX0100752 – (granted on 23/10/2001) - Display of a double-sided internally illuminated advertisement panel attached to a relocated bus shelter. As shown on site location plans and bus shelter/advertisement specifications reference JCD51.

Adjacent Sites' History:

2017/0108/A – (withdrawn) - Display of 2 x internally illuminated digital screens to existing bus shelter structure no. CAM0001AB - Bus Shelter Outside 77-79 Camden Road.

2015/5229/A – (refused on 22/01/2016) - Installation of double-sided structure to existing bus shelter no. 0107/4233 for display of digital screen and non-illuminated static poster panel - Bus Shelter outside 17-21 Camden Road.

2006/3612/A – (refused on 02/10/2006) - Display of 2 x illuminated poster panels (1760mm x 1160mm) on bus stop - Opposite 24 Camden Road;

AEX0300307 – (granted on 09/06/2003) - Display of 2 internally illuminated poster panels on bus shelter - Bus Shelter outside 242 Camden Road;

AEX0200811 – (granted on 24/09/2002) - Display of 2 internally illuminated single-sided poster panels forming part of the bus shelter and each measuring 1422mm by 2296mm in size - Bus Shelter outside 31-39 Camden Road;

AEX0000266 – (granted on 16/05/2000) - The display of two single sided poster panels externally illuminated by fluorescent tubes on the bus shelter - Bus Shelter Outside 131 Camden Road;

AE9800601 – (granted on 24/09/1998) - The display of internally illuminated poster panels measuring 1760mm x 1160mm forming an integral part of a bus shelter - o/s Twynan House, 31-39 Camden Road.

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

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 2015

CPG1 - Design - Chap 7 (2015)

Emerging Local Plan

Policy A1 Managing the impact of development

Policy D1 Design

Policy D4 Advertisements

National Planning Policy Framework 2012

Camden Square Area Appraisal (Adopted March 2011)

The London Plan 2016

Assessment

1. Proposal and Background

1.1 Advertisement Consent is sought for the replacement of the right hand side double sided end panel of a bus shelter containing an internally illuminated panel, with a new single sided LED digital signage to be displayed on the inside cheek of the side panel (facing the traffic). The outside cheek will remain as an internally illuminated advertisement.

1.2 The site forms part of a list of bus shelters that are managed by the Council.

2. Amendments

2.1 The scheme has been revised during the course of the application to reduce the proposal from a double sided digital panel to a single sided retaining the existing illuminated static panel on the

outside of the bus shelter.

3. Planning considerations

- 3.1 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. The display requires express consent due to their cumulative size and internal illumination of the digital screens. 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.

4. Amenity: Visual impact and impact on residential amenity

- 4.1 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. The principle considerations material to the determination of the application is the impact the proposal will have on the appearance of the adjacent buildings, the character and appearance of the conservation area and the streetscape.
- 4.2 The proposed single sided digital signage panel will replace an existing illuminated advert panel. The proposed advertising panel is to measure approximately 1.34m in width by 2.13m, with an advertising face covering an area of around 2.46sqm. Following revisions only the panel side facing the traffic is to be a digital advert, and will be facing away from the residential units in the vicinity.
- 4.3 The bus shelter is located on the south-eastern side of Camden Road, with a bus lane running alongside the bus shelter which is used by buses, taxis, cyclists and motorbikes only, and is approximately 200-300 yards from the local petrol station within a large forecourt. This section of Camden Road comprises residential properties on the south-eastern side of the highway, and a car dealership and sports ground on the opposite side. Examples of other advertisements are limited and the bus shelter is located outside attractive Italianate residential properties. However there is an existing bus shelter where permission was previously approved for illuminated advertisement panels. It is considered that following revisions to limit the number of digital panels to the inside of the bus shelter and the proposed lower level of luminance it would not be unduly dominant in the immediate vicinity in comparison to the existing situation. It is considered subject to conditions to limit the luminance and prevent movement the digital panel would not be unduly prominent in longer views along the street.
- 4.4 The revised proposal has addressed the concerns raised by the Council in terms of the impact of the double sided digital display panel would have on the residential units near-by by reducing the amount of light pollution that would be created by the digital advertising face on the external cheek of the bus shelter end side panel. Furthermore a condition is recommended to limit the luminance levels to not exceed 300cd/m² at night time and 2,500cd/m² during the daytime in line with the Institute of Lighting Professionals (ILP). This is the level recommended for both suburban and urban areas and therefore is considered sufficient to protect neighbouring amenity.
- 4.5 On balance, having the advertising fixture on the inside of the bus shelter side panel would, not only address the impact on the neighbouring residents, but also assist in minimising the impact the illuminated advertisement would have on the appearance and character of the Conservation Area and the streetscape.

5. Public Safety

- 5.1 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. It is accepted that all advertisements are intended to attract attention and the proposed advertisements are to be placed in a typical

position for an advertising panel that forms part of the integral structure of the existing bus shelter structure. Officers 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.

- 5.2 In terms of size, siting and method of illumination the proposal is not considered detrimental to highways safety. The digital panel would form an integral part of the existing bus shelter structure positioned next to a bus lane and would be located at an appropriate distance from road junctions. As the advertisement would be seen by drivers in moving traffic this decision includes a condition that restricts the display of moving images. On balance, the location of the advertisements within the structure is not considered to be hazardous to vehicular or pedestrian traffic and therefore raises no public safety concerns.

6. Recommendation

5.1 Grant Conditional Advertisement Consent

Disclaimer

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 27th February 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

SM Planning
80-83 Long Lane
London
EC1A 9ET

Application Ref: **2017/0265/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

21 February 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Bus Shelter outside 212 Camden Road
LONDON
NW1 9RF

Proposal: Display of an internally illuminated digital screen on the inside side panel to existing bus shelter structure no.CAM0051AB

Drawing Nos: CAM00051AB - Site Location Plan, Site Plan, Photos, Elevations
(23/02/2017)

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

Conditions and Reasons:

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

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

- 2 No advertisement shall be sited or displayed so as to

Executive Director Supporting Communities



- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

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

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

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

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

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

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

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

- 6 The advertisement display(s) shall be statically illuminated and the intensity of the illumination of the digital sign shall not exceed 2500 candelas per square metre during the day and 300 candelas per square metre during the hours of darkness in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D4, D2, A1 and T1 of the Camden Local Plan Submission Draft 2016, and Transport for London Guidance for Digital Roadside Advertising.

- 7 The digital sign shall not display any moving, or apparently moving, images

(including animation, flashing, scrolling three dimensional, intermittent or video elements).

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D4, D2, A1 and T1 of the Camden Local Plan Submission Draft 2016, and Transport for London Guidance for Digital Roadside Advertising.

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

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D4, D2, A1 and T1 of the Camden Local Plan Submission Draft 2016, and Transport for London Guidance for Digital Roadside Advertising.

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

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D4, D2, A1 and T1 of the Camden Local Plan Submission Draft 2016, and Transport for London Guidance for Digital Roadside Advertising.

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

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D4, D2, A1 and T1 of the Camden Local Plan Submission Draft

2016, and Transport for London Guidance for Digital Roadside Advertising.

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

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D4, D2, A1 and T1 of the Camden Local Plan Submission Draft 2016, and Transport for London Guidance for Digital Roadside Advertising.

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

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

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

Yours faithfully

Executive Director Supporting Communities