

CONSULTATION SUMMARY

Case reference number(s)

2017/0270/A

Case Officer:

Leela Muthoora

Application Address:

Bus-Stop Outside Warner House
98 Theobalds Road
London
WC1X 8WB

Proposal(s)

Display of 1x internally illuminated digital screen facing inwards to the existing bus shelter structure no. CAM0073AB.

Representations

Consultations:	No. notified	0	No. of responses	1	No. of objections	1
					No of comments	0
					No of support	0
Summary of representations <i>(Officer response(s) in italics)</i>	The owner/occupier of Flat 18 Russell Square Mansions has objected to the application on the following grounds: The internally illuminated digital screens by reason of their location, size and design and method of illumination would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the area and harming the setting of the adjacent buildings. This seems contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage).					

Officer response

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 proposed adverts require express consent due to the cumulative size and internal illumination of the digital screens. The Regulations permit the Council to only consider amenity and public safety matters in determining advertisement consent applications.

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 have been assessed against their impact on the character and appearance of the nearest buildings and surrounding area and addition to the street scene.

The bus shelter has existing internally illuminated advertisements displayed within the end panel. The digital panels replace the existing matching size and location. Any increased impact of the level of illumination and type of display of the digital screens from the existing illuminated display has been mitigated by conditions attached to the recommendation for consent. The conditions limit the level of illumination, do not permit moving images and restrict the rate of display to lessen the differences between the existing static display and the digital display.

Following officer advice, and the proximity to existing digital displays, the proposal has been amended from a double sided digital screen to a single sided screen facing inwards to the bus shelter and therefore only viewed in the north-east bound direction.

There are retail units at ground floor level nearby which have a variety of existing signage, including illumination. The addition of the illuminated signs within a bus shelter that is relatively small in scale in the context of the nearby 7 and 8 storey buildings is not considered to be detrimental to the visual amenity.

On balance, it is considered that the proposed digital displays in this location, subject to conditions, would not be unduly dominant or more detrimental to the street scene than the existing illuminated display.

Recommendation:-

Grant advertisement consent

