

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	07/03/2017
		N/A		Consultation Expiry Date:	08/02/2017
Officer			Application Number(s)		
Tony Young			2017/0114/A		
Application Address			Drawing Numbers		
Bus Stop outside 77-91 New Oxford Street London WC1A 1DG			See draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of 1x internally illuminated digital screen facing inwards to the existing bus shelter structure no. CAM00023AB.					
Recommendation(s):		Grant Advertisement Consent (with conditions)			
Application Type:		Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Interested parties:	No. notified	00	No. of responses	02	No. of objections	02
			No. Electronic	00		
Summary of consultation responses:	<p><u>Jeff Claxton (resident living in Russell Square Mansions)</u> - an objection has been received as follows:</p> <p>“I wish to object to this application on the grounds that 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).”</p> <p><u>Officer’s response:</u> See section 3-3.14 below..</p>					
CAAC/Local groups comments:	<p><u>Covent Garden Community Association</u> - an objection has been received as follows:</p> <p>“The internally illuminated digital screen by reason of its location, size and design, would be dominant and visually obtrusive in the street scene, which fails to preserve and enhance the character and appearance of the conservation area (see CS5, CS9, CS14 & DP25) and harms the setting of the adjacent Grade II and Grade II* listed buildings. In addition to Council policies (see CS5, CS9, CS14, DP25, CPG1), the Council has a statutory obligation to preserve or enhance the borough’s listed buildings. Additionally, the use of internal illumination is inappropriate and unsympathetic in a conservation area, and conflicts with Camden planning policy (see CGP1, 8.11-8.15; & DP25).”</p> <p><u>Officer’s response:</u> See section 3-3.14 below.</p>					

Site Description

The site is located on the south-eastern pavement on New Oxford Street outside nos. 77-91 New Oxford Street. The site is positioned in front of a parade of retail and commercial units at ground floor level with mainly office use on upper floors.

The property and bus shelter structure are not listed and do not sit within a conservation area.

The adjacent buildings and buildings on the opposite side of the road sit within either the Denmark Street or Bloomsbury conservation areas. The nearest listed building is the Grade II listed, Centre Point House, to the south-west of the site (shown below in yellow).

Relevant History

No relevant site history

History in nearby locality:

2017/0116/A (Bus Stop outside 80-110 New Oxford Street) - Display of 1x internally illuminated digital screen facing inwards to the existing bus shelter structure no. CAM00030AB. Advertisement consent approved 07/03/2017

2017/0109/A (Bus Stop outside 142 Southampton Row) - Display of 1x internally illuminated digital screen facing inwards to the existing bus shelter structure no. CAM0006AB. Advertisement consent approved 06/03/2017

2017/0271/A (Bus Stop outside Eagle House, 16 Proctor Street) - Display of 2x internally illuminated digital screens to bus shelter no. CAM0076AB. Advertisement consent approved 08/03/2017

2016/3877/A (Bus stop outside 127 Tottenham Court Road) - Installation of double-sided structure integral to new bus shelter at 'Stop X' to display 2x internally illuminated digital screens. Advertisement consent approved 05/12/2016

2015/5216/A (Bus Shelter outside 78 New Oxford Street) - Installation of double-sided structure to existing bus shelter no. 0107/1032 for display of digital screen and non-illuminated static poster panel. Advertisement consent refused 22/01/2016 – “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 with a detrimental impact on highway safety.”

2009/1005/A (15 New Oxford Street) - Display of internally illuminated advertisement panel on one end of proposed bus shelter. Advertisement consent approved 20/04/2009

2007/4729/A (Outside 1-19 New Oxford St) - Display of double sided internally illuminated poster panel on side return of a proposed bus shelter. Advertisement consent approved 19/12/2007

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

CS17 – Making Camden a safer place

Development Policies

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

Draft Camden Local Plan*

A1 - Managing the impact of development

D2 - Heritage

D4 - Advertisements

T1 - Prioritising walking, cycling and public transport

* The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ends on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

Camden Planning Guidance

CPG1 (Design) - Chapter 8: Advertisements, signs and hoardings (2015)

National Planning Policy Framework 2012

The London Plan 2016

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Bloomsbury Conservation Area Appraisal and Management Strategy (adopted April 2011)

Denmark Street Conservation Area Appraisal and Management Strategy (adopted March 2010)

Transport for London Guidance for Digital Roadside Advertising 2013

Assessment

1. Proposal and Background

- 1.1 Advertisement consent is sought for the replacement of internally illuminated panels within the bus shelter with a single-sided, internally illuminated digital advertisement panel positioned on the right-hand side of an existing bus shelter structure.
- 1.2 The site forms part of a list of bus shelters that are managed by the Council.

2. Revision

- 2.1 The scheme was revised during the course of the application from a double-sided digital panel to a single-sided inside only panel in order to address highway safety and design concerns.

3. Assessment

- 3.1 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.
- 3.2 Camden's Planning Guidance CPG1 states that consideration should be given in conservation areas and on or near listed buildings to the sensitivity and historic nature of these areas or buildings, and that adverts should not obscure or damage any special architectural features of the building. Further, illumination should be sympathetic to the design of the building in which it is located.
- 3.3 Therefore. the principal considerations material to the determination of this application are:
 - a. Visual amenity:
 - the design and impact of the proposal on the streetscene, appearance of the host building

and the character and appearance of the nearby conservation areas and any listed building(s);

b. Public safety:

- Impact of the proposal on highway safety and neighbouring amenity.

Design and visual amenity

3.4 The proposed digital advertising panel would measure approximately 1.34m wide by 2.35m high with an advertising face covering an area of approximately 2.5sqm located on the inside of the bus shelter. The outside panel would remain as existing (internally illuminated panel). The digital advertisement would appear as an integral part of the structure.

3.5 Two consultation responses have been received from the Covent Garden Community Association and a resident in Russell Square Mansions on the grounds that the proposal would be unduly dominant and visually obtrusive in the street scene, fail to preserve and enhance the character and appearance of the area/conservation area and harm the setting of the adjacent listed buildings (see consultation section above). While the site sits adjacent to both the Denmark Street and Bloomsbury conservation areas, the bus shelter structure itself is not located within a conservation area and is located a significant distance away (60m) from the nearest listed building (namely, the Grade II listed, Centre Point House). Nevertheless, due consideration has also been given to the proximity of the structure to both the nearby conservation areas and listed building given the concerns expressed and in so far as this accords with CPG1.

3.6 It is accepted that all advertisements are intended to attract attention; however, the proposed advertisements are to replace existing illuminated advertising panels that form part of the structure of the bus shelter (refer to figures 1 & 2).

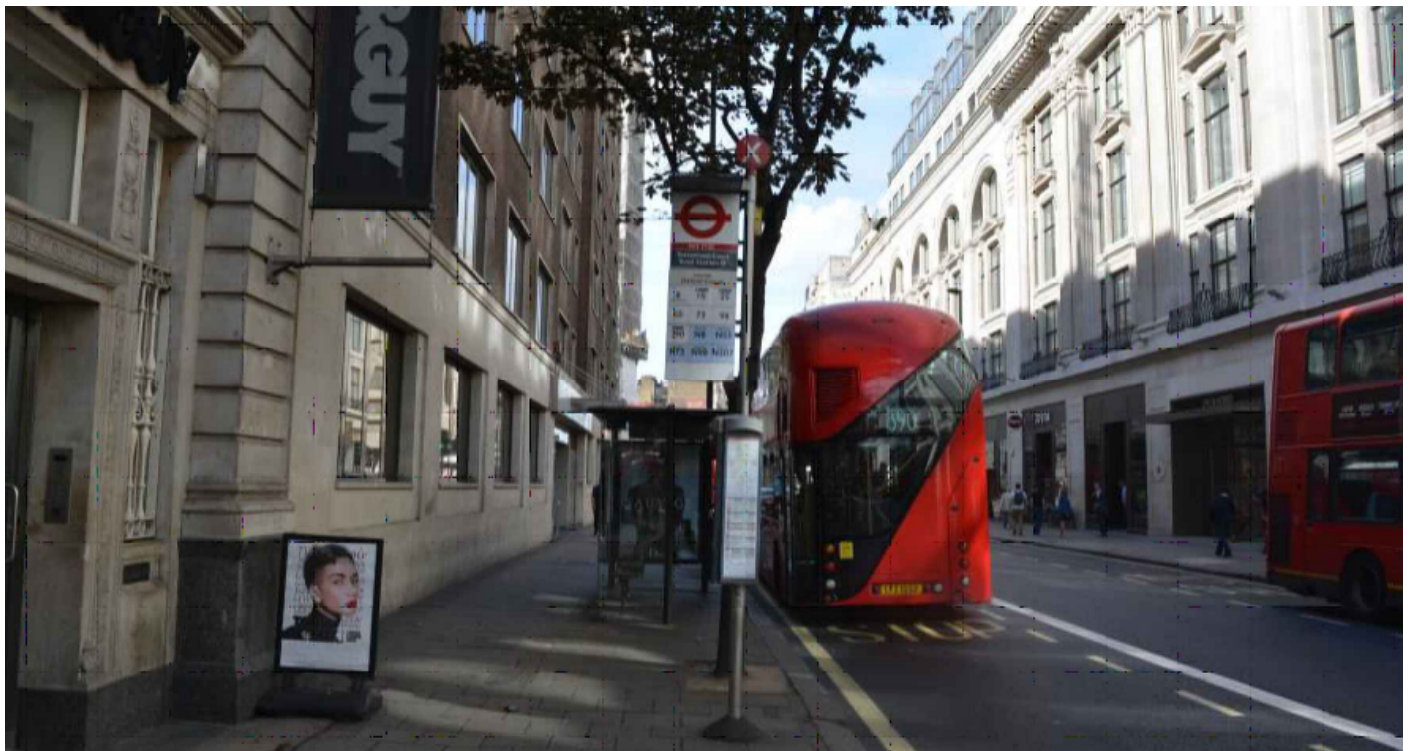


Figure 1 – facing west towards Tottenham Court Road



Figure 2 – facing east towards High Holborn

- 3.7 The bus shelter is a stand-alone modern structure with illuminated panels located outside a large scale building in a mainly commercial environment with a retail parade and associated signage at ground floor level to the east and opposite the bus shelter structure. Whilst officers acknowledge there are limited examples of digital adverts in this location, it is also recognised that it is a commercial area with associated signage.
- 3.8 It is considered that the inside only digital panel would be clearly read as an integral part of the bus shelter and not detract from the character and appearance of neighbouring buildings. Furthermore, conditions to ensure that the digital display replicates the existing advertisement panel are recommended. The advert would be static, with controlled times of how long one image can be displayed and controls on the change over time between each advert. In addition, it is recommended that the luminance level is limited to 400 candelas at night (below that recommended by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015) and 2,500 candelas during the day to ensure that the visual impact of the addition on the wider area is limited. These measures would ensure that the digital advertisement panel would not have a detrimental impact or be unduly dominant on the character and appearance of the host or neighbouring buildings, nor the streetscene (including the nearby conservation areas and listed buildings).
- 3.9 Whilst the method of illumination would cause some light spill, it is recognised that the existing bus shelter structure already has existing advertisement panels and is positioned in the locality of several retail units with associated signage. Lower levels of illumination during the hours of darkness and restrictions on the rate of change of the display would be secured by condition to further minimise any adverse impact. It is therefore considered that proposals to replace these existing advertisement panels, together with the conditions to limit the visual impact of the digital display and prevent movement, would not adversely impact the streetscene, the character and appearance of neighbouring buildings, nor the wider area (including the nearby conservation areas and listed buildings).
- 3.10 A recent application with similar proposals was refused in 22/01/2016 for the addition of double sided digital panels on a bus shelter outside no. 78 New Oxford Street (2015/5216/A - see 'Relevant History' section above) on visual amenity and public safety grounds. In this case, the bus shelter was inappropriately located in the middle of the footpath, with open side panels and no existing advertisement panels. Therefore due to its location the proposal would have introduced an advertisement panel in the middle of the pavement, reducing the amount of

useable footpath and forcing pedestrians to walk around the advert. On that basis the sign was considered to be an inappropriate addition. In this case, the existing bus shelter is appropriately located, there is an existing panel, a single digital panel is proposed and controls to limit the display have been accepted by the applicant.



Figure 3 – refused scheme outside no. 78 (junction of New Oxford Street and Dyott Street) - 2015/5216/A

3.11 The proposed digital screen display subject to conditions is therefore considered to be acceptable in terms of size, design, location and method of illumination.

Neighbouring amenity

3.12 The existing bus shelter structure is positioned on a busy thoroughfare and the screen proposed is an inside panel facing away from the nearest neighbouring occupiers so limiting any adverse effects from light spill that might be experienced by mainly commercial and office uses at ground and upper floor levels. As stated previously, lower levels of illumination during the hours of darkness and restrictions on the rate of change of the display are secured by condition attached to this consent in order to further minimise any adverse impact. On balance, the proposed screens would not therefore be considered significantly harmful to neighbouring occupiers.

Public Safety

3.13 In terms of size, siting and method of illumination the proposal is not considered detrimental to highways safety. The only change would be that the existing gap at the bottom of the shelter would be removed. Whilst this gap allows the feet of someone who is stood directly behind it to be visible, its impact on loss of surveillance would be minimal. The remainder of the bus shelter will remain open with glazed panels allowing people within the shelter to be seen. It is considered that given the bus shelter is an existing structure which already has illuminated panels extending the majority of the height of the structure that it would be used and function in much the same way as exists at present.

3.14 Unlike the case referred to above, there is an existing advertisement panel in place and the bus shelter is more appropriately located. As the advertisements would be seen by drivers in moving traffic this permission includes a condition that restricts the display of moving images. On balance, the location of the advertisements within the highways network is not considered to be hazardous to vehicular or pedestrian traffic and therefore raises no public safety concerns.

4. Recommendation

4.1 The proposed signage is in general compliance with policies CS5, CS14, CS17, DP21, DP24, DP25 and DP26 of the Local Development Framework (as well as, the emerging Camden Local

Plan policies A1, D2, D4 and T1), and as such, the application is therefore recommended for approval.

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 13th March 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'.