

# CONSULTATION SUMMARY

## Case reference number(s)

2017/0269/A

## Case Officer:

Tony Young

## Application Address:

Bus Stop, High Holborn London, WC1V 6DR

## Proposal(s)

Display of 2x internally illuminated digital screens to bus shelter structure no. CAM00070AB.

## Representations

	No. notified	0	No. of responses	1	No. of objections	1
					No of comments	0
					No of support	0
<b>Summary of representations</b>  <i>(Officer response(s) in italics)</i>	<p><u>A resident living in Russell Square Mansions objected as follows:</u></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>Case officer's comments are as follows:</u></p> <p>It is accepted that all advertisements are intended to attract attention and that the proposed method of illumination would cause some degree of light spill. The bus shelter is located outside a large scale modern building with a retail parade and associated signage at ground floor level. The digital panels would replace an existing advertisement panel integrated into the bus shelter. It is considered that the proposed conditions to limit the digital display, on balance, the proposal</p>					

	<p>would not be significantly impact adversely on the visual amenity of the wider street scene or neighbouring buildings. It is considered that the proposal would not have a detrimental impact on the character and appearance of the wider area.</p>
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	<p>Please refer to the decision notice which sets out more fully the consideration given to the proposals, basis for the recommendation, and conditions attached to any approval.</p>
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**Recommendation:- Grant advertisement consent**