

# CONSULTATION SUMMARY

## Case reference number(s)

2017/0291/A

## Case Officer:

Tony Young

## Application Address:

Bus Stop outside High Holborn, London, WC1V 7EN.

## Proposal(s)

Display of 1x internally illuminated digital screen facing inwards to the existing bus shelter structure no. CAM001454AB.

## Representations

No. notified	0	No. of responses	1	No. of objections	1
				No of comments	0
				No of support	0

## Summary of representations

### *(Officer response(s) in italics)*

A resident living in Russell Square Mansions objected as follows:

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).

Case officer's comments are as follows:

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.

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; however, the proposed advertisement is to replace the existing advertising panel that forms part of the structure of the existing bus shelter.

The scheme has been revised during the course of the application to reduce the proposal for a double-sided digital panel to a single-sided panel (facing inwards). Whilst located in a conservation area the bus shelter is located in front of a parade of retail units with associated signage. It is considered that together with the conditions attached to any approved decision notice and a revision to alter the panel to be single-sided and inward facing, on balance, the proposal would not adversely impact the street scene or the character and appearance of neighbouring buildings and the Bloomsbury conservation area, or the setting of the nearest listed buildings.

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.

**Recommendation:- Grant advertisement consent**