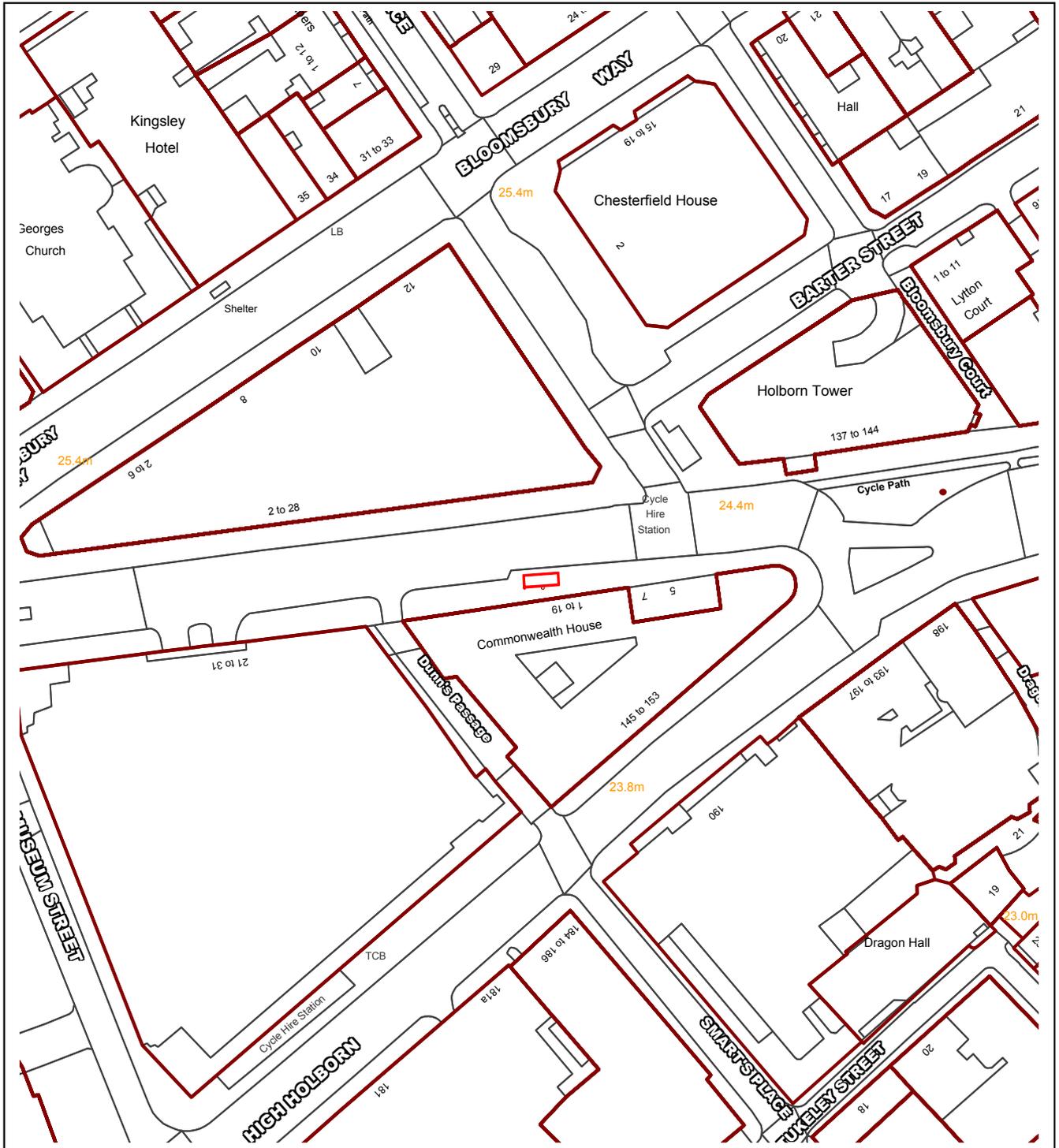


2017/0278/A - Bus Stop outside Commonwealth House New Oxford Street



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Photo 1 – view looking towards bus shelter (shelter currently not in service / construction site surrounds the structure)



Photo 2 – view looking east towards High Holborn



Photo 3 – current view facing west towards Tottenham Court Road

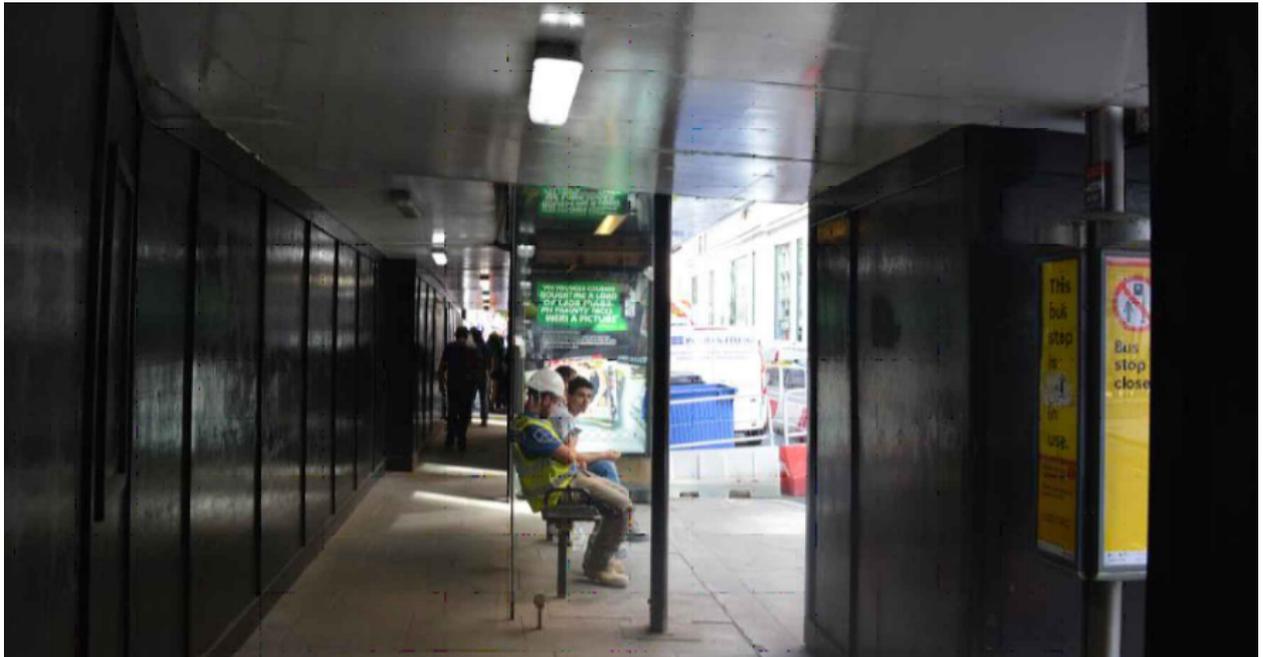


Photo 4 – current view facing shelter



Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	14/03/2017
		N/A		Consultation Expiry Date:	09/02/2017
Officer			Application Number(s)		
Tony Young			2017/0278/A		
Application Address			Drawing Numbers		
Bus Stop outside Commonwealth House New Oxford Street London WC1V 6PJ			See draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of 2x internally illuminated digital screens to bus shelter structure no. CAM00105AB.					
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 3-3.15 below.</p>					
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 3-3.15 below.</p>					

Site Description

The bus-shelter structure is located outside of Commonwealth House in New Oxford Street, a purpose-built, multi-tenanted commercial building which comprises a double-height ground floor of retail and food and drink uses with 8 office floors above. It occupies a triangular site between High Holborn and New Oxford Street. Its apex is at the junction of the two streets.

Substantial building works are currently taking place at the site and the bus shelter structure that is the subject of this application was not in service or accessible.

Although not statutorily listed, Commonwealth House itself is noted as making a positive contribution to the Bloomsbury conservation area within which the site is situated.

Relevant History

No relevant site history

History in nearby locality:

2015/5199/A (Bus Shelter outside Lincoln House, 296-302 High Holborn) - Installation of double-sided structure to existing bus shelter no.0107/0143 for display of digital screen and non-illuminated static poster panel. Advertisement consent refused 22/01/2016. Reason for refusal: 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.

2017/0269/A (Bus Shelter outside of 8-13 High Holborn) - Display of 2x internally illuminated digital screens to bus shelter structure no. CAM00070AB. Advertisement consent approved 06/03/2017

2017/0291/A (Bus Stop High Holborn WC1V 7EN) - Display of 1x internally illuminated digital screen facing inwards to the existing bus shelter structure no. CAM001454AB. Advertisement consent approved 09/03/2017

2017/0114/A (Bus Stop outside 77-91 New Oxford Street) - Display of 1x internally illuminated digital screen facing inwards to the existing bus shelter structure no. CAM00023AB. Advertisement consent approved 13/03/2017

Registered applications in nearby locality yet to be determined

2017/0284/A (Bus Stop outside 210 High Holborn) - Display of 1x internally illuminated digital screen facing inwards to the existing bus shelter structure no. CAM00129AB.

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)

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

National Planning Policy Framework 2012

The London Plan 2016

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

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 advertisement panels within the existing bus shelter with a double-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. Revisions

2.1 The position of the panel was amended on the submitted drawing to correctly show it positioned on the right-hand side of the bus shelter structure.

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. Design and amenity:

- the design and impact of the proposal on the streetscene, appearance of the host building and the character and appearance of the conservation area;

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 both sides of the 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 conservation area and harm the setting of the adjacent listed buildings (see consultation section above). Due consideration has been given in view of the structure's position within the Bloomsbury conservation area and its proximity to any nearby listed buildings following 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 (see figures 1 & 2).



Figure 1 – view looking towards bus shelter (shelter currently not in service / construction site surrounds the structure)



Figure 2 – long view looking east towards High Holborn

- 3.7 The bus shelter is a stand-alone modern structure with illuminated panels located outside Commonwealth House on the busy New Oxford Street thoroughfare between High Holborn and Tottenham Court Road. Extensive construction works currently being undertaken prevent an assessment of the particular appearance of the ground floor of Commonwealth House; however, it is likely to remain in retail and food and drink uses with office floors above. Whilst officers acknowledge there are limited examples of digital adverts in this location, it is also recognised that the existing bus shelter structure already has existing advertisement panels.
- 3.8 It is considered that the digital panels would be clearly read as an integral part of the bus shelter and would not detract from the character and appearance of neighbouring buildings. Furthermore, conditions to ensure that the digital displays replicate the existing advertisement panels 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 the recommended level in the '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 or wider Bloomsbury conservation area.
- 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. 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 Bloomsbury conservation area.
- 3.10 The proposed digital screen display units are therefore considered to be acceptable in terms of size, design, location and method of illumination.

Public Safety/Neighbouring amenity

- 3.11 The existing bus shelter structure is positioned on a busy thoroughfare with the screens facing away from the nearest neighbouring occupiers so limiting any adverse effects from light spill that might be experienced within the commercial environment at ground floor level and office uses above.
- 3.12 Furthermore, and 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 especially as there is an existing advertisement panel already in place. It would replicate the dimensions of the existing advertisement panel so would not impact upon pedestrian movement around the bus shelter.
- 3.14 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.
- 3.15 As the advertisements would be seen by drivers in moving traffic, this permission includes a condition that restricts the display of moving images and luminance levels. 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. Assessment

- 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.
- 4.2 Grant Advertisement Consent (with conditions).

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 20th 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'.

**Regeneration and Planning
Development Management**
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Tel 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

SM Planning
80-83 Long Lane
London
EC1A 9ET

Application Ref: **2017/0278/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

15 March 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Bus Stop outside Commonwealth House
New Oxford Street
London
WC1V 6PJ**

DECISION

Proposal:

Display of 2x internally illuminated digital screens to bus shelter structure no. CAM00105AB.

Drawing Nos: CAM00105AB - Site Location Plan, Site Plan, Photos, Elevations (14/02/2017).

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.

Executive Director Supporting Communities



- 2 No advertisement shall be sited or displayed so as to
- (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 displays 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 400 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 D2, D4, 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 D2, D4, 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 D2, D4, 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 D2, D4, 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 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 D2, D4, 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 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 D2, D4, A1 and T1 of the Camden Local Plan Submission Draft 2016 and Transport for London Guidance for Digital Roadside Advertising.

Informative(s):

- 1 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.

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

Director of Regeneration and Planning

DRAFT

DECISION