

Mr Stuart Minty
SM Planning
80-83 Long Lane
London
EC1A 9ET

Application Ref: **2017/1940/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

29 June 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Bus Stop outside 143 Abbey Road
London
NW6 4SL**

Proposal: Installation of double-sided freestanding unit to existing bus shelter no. CAM0158AB to display 2 internally illuminated (static) paper advertisement panels.

Drawing Nos: CAM0158AB - Site Location Plan, Site Plan, Photos, Elevations (12/06/2017).

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

- 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 2 existing advertisement panels shall be permanently and completely removed prior to any new advertisement panels hereby approved being installed and ready for operation.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy 2010, policies DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies 2010, and policies D1 and D2 of the Camden Local Plan Submission Draft 2016.

- 7 The advertisement display shall be statically illuminated and the intensity of the illumination shall not exceed 600 candelas per square metre, in line with the maximum permitted recommended luminance levels as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015.

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 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, 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 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 D4, A1 and T1 of the Camden Local Plan Submission Draft 2016 and Transport for London Guidance for Digital Roadside Advertising.

Informative(s):

- 1 Reason for granting advertisement consent:

The proposed installation of a double-sided freestanding unit to the existing bus shelter in order to allow for the display of 2 internally illuminated (static) paper advertisement panels is considered acceptable in terms of its size, design, location and method of illumination. It is accepted that all advertisements are intended to attract attention and acknowledged that the shelter is adjacent to a property (no. 143 Abbey Road) identified as a positive contributor within the Priory Road Conservation Area Statement (adopted 2000). However, the positioning of the proposed unit as a component of a bus shelter structure is fairly common and would clearly be read as an integral part of the bus shelter itself. Furthermore, there are already 2 existing illuminated poster panels as part of the bus shelter structure located adjacent to the boundary wall and fence of no.143. These would be removed as part of the proposals and replaced with a single transport information panel and seating for the benefit of bus passengers. As such, the proposal would not represent a significant change from existing arrangement and is therefore not

considered to be unduly dominant nor would it impact adversely on the visual amenity of the building or character and appearance of the Priory Road Conservation Area.

Whilst in a predominantly residential area, the shelter itself is located on the busy Abbey Road thoroughfare close to the junctions with Priory Terrace and Belsize Road. The shelter is set-back from the pavement edge and sits adjacent to a boundary wall and fence (at no. 143) which mainly screens the existing illuminated poster panels from the residential occupiers at ground floor level. The current proposals to relocate illuminated signage within a double-sided freestanding unit would still allow the adjacent occupiers to benefit from this screening, as well as, reduce any light spill currently experienced by residents on the opposite side of the road by virtue of the newly positioned side panel. Conditions would be attached to any approval to control the luminance levels in order to ensure that no harm results to the visual amenity of occupiers within the immediate residential premises and wider locality.

Whilst it is accepted that illumination would result in some light spill, revisions were made to the original proposals to alter the display from a double-sided digital panel to a double-sided unit with static illumination (for the purposes of displaying paper advertisements only) following design concerns. It is considered that the revised proposal with conditions to control luminance levels would ensure that any adverse impacts from glare or light intensity on the nearest residential occupiers and buildings are limited especially when taking into account the existing front boundary wall and fence which would continue to screen the nearest properties from the proposed panel. On balance, the proposed panels would not be considered significantly harmful to neighbouring occupiers.

- 2 With regards to highways safety, the proposal is not considered detrimental in terms of size, siting and method of illumination. The bus shelter is not located in a town centre location and pedestrian flows are not very high. The resultant footway width would be in excess of 1.2m which is the minimum width at localised obstructions as per the Camden Streetscape Design Manual. Nevertheless, any permission would also include a condition requiring that the public highway remains free from any obstructions and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic. On balance, the location of the advertisement within the highways network is not considered to be hazardous to vehicular or pedestrian traffic and therefore raises no public safety concerns.

The site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with 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 and policies D2, D4, A1 and T1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework and Transport for London's Guidance for Digital Roadside Advertising 2013.

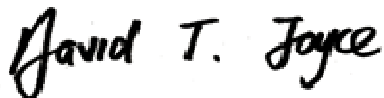
- 3 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning