

Mr Philip Allard
Planning Perspectives LLP
24 Bruton Place
London
W1J 6NE

Application Ref: **2010/6613/A**
Please ask for: **Aysegul Olcar-Chamberlin**
Telephone: 020 7974 **6374**

1 July 2011

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Granted

Address:

Land at Euston Circus

Junction of Tottenham Court Road and Hampstead Road

Proposal:

Display of two illuminated advertisement signs (LED screens) to sides of the Euston underpass.

Drawing Nos: SP 001 A (Site Location Plan); CGI 001 A; CGI 003 A; CGI 005 A; 100 002 A; 003 A; 004 C; 005 C; 006 A; 007 D; 008 C; 009 C; 010 C; 011 A; 012 D; 013 C; Public Safety Report dated November 2010 by Bellamy Roberts; TS Ambient System Monitor by Lighthouse; Letter from Philip Allard from Planning Perspectives (agent) dated 30th March 2011; E-mail from Philip Allard from Planning Perspectives dated 18th April 2011; and E-mail from Philip Allard from Planning Perspectives dated 22nd June 2011.

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.

- 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 advertisements hereby permitted are for a temporary period only and shall be removed on or a period of 3 years from date of the completion of their installation or first operational illumination of either of the advertisements, whichever is the sooner.

Reason: To safeguard the visual amenities of the area in accordance with policy CS15 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

- 7 Any image must be entirely static and must not include any animation or movement within each display or show any link to the next display.

Reason: To prevent harm to highway safety in accordance with policy CS11 of the London Borough of Camden Local Development Framework Core Strategy and policies DP16 and DP21 of the London Borough of Camden Local Development

Framework Development Policies.

- 8 Prior to first operation each of the advertisement screens hereby approved shall be fitted with the specified light sensors which shall control the brightness at all times. During the daytime period (between local sunrise and sunset) the brightness of the screens shall be controlled to be no more than 3500 Nitts/sqm. During the nighttime period (sunset and sunrise) the brightness shall be controlled to be no more than 350 Nitts/sqm.

Reason: To prevent harm to highway safety and visual amenity safety in accordance with policy CS11 of the London Borough of Camden Local Development Framework Core Strategy and policies DP16 and DP21 of the London Borough of Camden Local Development Framework Development Policies.

- 9 The frequency of change of any image shall not be more than once every 10 seconds.

Reason: To prevent harm to highway safety and visual amenity in accordance with in accordance with policy CS11 of the London Borough of Camden Local Development Framework Core Strategy and policies DP16, DP21 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Camden Contact on (020) 7974 4444

Delegated Report		Analysis sheet		Expiry Date:		02/02/2011	
		N/A / attached		Consultation Expiry Date:		03/01/2011	
Officer				Application Numbers			
Aysegul Olcar-Chamberlin				1) 2010/6615/P & 2) 2010/6613/A			
Application Address				Drawing Numbers			
Land at Euston Circus Junction of Tottenham Court Road and Hampstead Road				See decision notices			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposals							
1) Alterations to existing guardrails in connection with the erection of two projecting advertisement units to either side of the Euston underpass. 2) Display of two illuminated advertisement signs (LED screens) to sides of the Euston underpass.							
Recommendations:		1) Grant Planning Permission 2) Grant Advertisement Consent					
Application Type:		1) Full Planning Permission 2) Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses No. electronic	01 00	No. of objections	00
Summary of consultation responses:		A site notice was displayed from 13/12/2010 to 03/01/2011. British Land Developments Ltd supported the application and considered that the proposed advertisement signs would create a significant architectural landmark and help promoting Euston Circus as a public space.					
CAAC/Local groups comments:		TfL did not object to the proposal and recommended the following conditions: 1. Illumination for the proposed illuminated display units must be below the limit set out in the Institute of Lighting Engineer's (ILE) technical note no. 5 'The Brightness of illuminated advertisement'. 2. The proposed illuminated display units must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing. 3. The change of images must be smooth, and must not be shuttle/ flash. 4. The proposed display units should not have an image change of more often than every 10 seconds. 5. Temporary obstruction during the installation and maintenance of the proposed display units 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 on A501 Euston Road.					

Site Description

The applications relate to strip of lands on either side of the bridge which connects Hampstead Road with Tottenham Court Road over (Euston Road underpass) in the Central London Area.

The site is not in a conservation area but it is on TfL Red Route. on street furniture.

Relevant History

1-11 Procter Street

Advertisement consent **refused** on 13/12/2010 for a LED advertising screen (with changing images) on road bridge elevation of the office building at 1-11 Procter Street above Procter Street (ref: 2010/5252/A). The reasons for refusal were based on:

- the harmful impact on the appearance and character of the host building and the streetscene; and
- by virtue of its illumination, design using moving images, size and visually prominent location above a road, would be likely to distract drivers' attention on the approach to a busy signalled junction to the detriment of highway and pedestrian safety).

Advertisement consent was **granted** (2011/0241/A) on 4th Feb 2011 for "Display of internally illuminated static poster advertising sign on road bridge elevation (north facing facade) above Procter Street."

Advert consent **granted** on 04/04/2011 (ref 2011/1208/A) for "amendment to the display format of poster images, from static internal illumination to static digital LED, to advertisement consent granted 04/02/2011 (ref. 2011/0241/A) for the display of an internally illuminated static poster sign to north road bridge elevation of office building."

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy

CS11 (Promoting sustainable and efficient travel)

CS14 (Promoting high quality places and conserving our heritage)

Development Policies

DP16 (The transport implications of development)

DP21(Development connecting to the highway network)

DP24 (Securing high quality design)

DP26 (Managing the impact of development on occupiers and neighbours)

CPG1 - Camden Planning Guidance Design (2011)

PPG19 Outdoor Advertisement Control

Assessment

Proposal

The proposal is to display illuminated advertisement signs (LED screens), using leading edge technology, to either side of the Euston underpass (on 'the Euston Circus') with associated alterations to the existing guardrails on both sides of the bridge. The proposals are linked to the future urban realm improvements to the underpass, providing a partial role as a wind buffer to pedestrians crossing over the Euston Road.

The originally proposed scheme was revised in order to make the proposed scheme more compatible with the Council's urban realm strategy for Euston Circus. The sizes of the screens were reduced from 4.5m x 13.8m to 4m x 12.8m. The proposed benches were omitted from the proposal. The cladding material was changed from timber panels to bronze metal panels.

Each of the advertisement screens would project approximately 1m from the underside of the bridge and their enclosures would rise to 2.7m above the height of the pavement on the underpass. The sides and back of the screens would be metal clad. The screens would be 5.15m above Euston Road.

The advertisement image would change at a frequency of no more than one image in every 10 seconds with changes in images gradual over a 3 second period. The maximum luminance would not exceed 3500 Nits/m² (equivalent to Candelas/ m²). The light sensors would be incorporated into the structure to control the level of luminance depending on the change in sunrise and sunset from summer to winter and would reduce to 10% of maximum capacity between dusk and dawn.

PPG19 requires adverts to be assessed against 2 criteria- visual amenity and public safety.

Visual Amenity

The surrounding area is highly commercial and contains a range of large and tall buildings. The proposed advertisement screens with associated treatments would be fitted to the east and west sides of the bridge which carries the ground level network over the Euston Road underpass. There are a number of advertisements along the Euston Road corridor of varying design, scale and style. These include a range of shop signs, bus stop displays and displays on street furniture.

DP24 states that all development must respect the character and appearance of the local area and neighbouring buildings. The Council's design guidance for advertisements states that free standing signs and signs on street furniture will not be normally accepted where they contribute to visual clutter and create a hindrance to movement along the pavement or pedestrian footway. In terms of illuminating detailing the guidance states that illuminated signs should not be flashing or intermittent. The CPG states that in areas that are predominantly commercial, some poster or hoarding advertising may be acceptable but only where they satisfactorily relate to the scale and character of the host buildings and surroundings. It also notes that hoardings will not usually be acceptable where they would be unduly dominant; result in unsightly views; or the where the impact of illumination is a nuisance or out of character.

The advertisements would rise above the guardrail height of the approach roads and by reason of their location they would be open to long views on Euston Road. Although they would be partially screened by the vehicular traffic using the slip roads up to the circus they would be noticeable additions at the street level. Any permanent structure at this location is expected to respect the pedestrian scale. The rear of the advertisement signs would be clad and read as a 2.7m high wall to the pedestrians using the adjoining pavements.

The proposed advertisement signs are not of a scale that the Council would normally encourage. However it is acknowledged that the signs would be located above a vehicle-only part of one of the busiest vehicle corridors in this part of London, at an exposed and expansive open road junction which is not typical of Camden's road network. These factors serve to mitigate the impact of the signs. The advertisements would be modular and could be removed relatively easily from the underpass structure itself. The structures/ advertisements are far enough from any local building that they would not lead to loss of visual amenity, daylight or sunlight nor would they be likely to result in light pollution to occupiers.

The technology is leading edge with no comparable technology on display within the borough and there is currently no completed design for the evolving urban realm improvements to the Euston Circus. Therefore it is considered necessary to limit both the advertisement consent and the accompanying planning permission to temporary consents for a maximum period of three years, in order to assess its impact on the area. This approach is consistent with circular 11/95 which sets out that "a temporary permission will normally only be appropriate either where the applicant proposes temporary development, or when a trial run is needed in order

to assess the effect of the development on the area."

Public Safety

The advertising screens would face east and west towards drivers travelling through the underpass on the Euston Road main line. The proposed advertising screens would be clearly visible to the traffic using the Euston Road and the pedestrians using the pavements on either side of it.

The drivers on the approach roads leading from the Euston Road to the circus would have oblique views to the proposed advertising screen on the sides of the bridge. The proposed advertising screens by virtue of their locations would not be overly visible to the drivers at the ground level highway network around Euston Circus.

The applicants have submitted 'Public Safety' report including average traffic flow figures, traffic speeds and number of accidents in recent years around the Euston Circus and examples of impact studies of the similar advertising screens on other TfL red routes other parts of London (eg Westfield Shopping Centre). The report indicates that the advertising panels would be clearly visible to drivers for a distance of approximately 200m in the eastbound direction, and some 150m in the west bound direction and that would give adequate time to the drivers to have a series of quick glances at the screens without impeding their ability to operate their vehicles.

A light sensor, controlled by computer technology would be integrated into the screens which would ensure that the screens under direct sunlight will be operated between 2500 & 3500 Nitts/sqm (half of their potential brightness). During the night the brightness will drop to 10% of their daytime screen levels (between 200 and 350 Nitts/sqm). These measures to minimise the impact of the illumination on drivers and their prominence to pedestrians are considered to be acceptable, and would be secured by condition.

The proposed signs the proposal would not obstruct the movement of pedestrians using the adjoining pavements.

The Council's transport planner also considered that the proposal would not be likely to cause danger to the highway conditions as long as the images change no more often than once every 10 seconds.

Conclusion : The proposal subject to safeguarding conditions is considered to be acceptable in transport terms. Given the size and prime location of the advertising screens they should be display for a temporary period of three years in order to allow the Council to assess the impact on the area.

Recommendation: Grant both planning permission and advertisement consent.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Camden Contact on (020) 7974 4444