

Application ref: 2020/3545/A  
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Mr Pierre Rogier  
991 Great West Road, Brentford  
Brentford  
TW8 9DN  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**235 Euston Road**  
**London**  
**NW1 2BU**

Proposal:  
Display of 2 internally illuminated panels to bus shelter.

Drawing Nos: Proposed site plan; Proposed location plan; site images; 01/2525; 01/2526; 01/2527

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 advertisement display shall be statically illuminated and the intensity of the illumination of the digital signs shall not exceed 450 candelas per square metres during the day and 600 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 illuminated signs 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 advertisements do not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies A1 and D4 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

#### Informative(s):

- 1 The proposal involves the installation of 2 x illuminated paper signs on the south facing panel of an existing TFL bus stop, located on the east side of Euston Road. The Advertisement Regulations permit the Council to only consider amenity and public safety matters in determining advertisement consent applications.

The adverts are considered acceptable in terms of their size, design, location and method of illumination. They are in a typical position for an advertisement panel

that forms part of the integral structure of a bus shelter structure. In the wider street scene, the advertisements are not considered unduly dominant in this busy Central London location. The signs are not considered to cause harm to the visual amenity of the street scene being located adjacent to the university college hospital

Whilst the method of illumination causes some light spill, the adverts will be positioned at an appropriate distance facing away from the nearest neighbouring building which is currently in non-residential use. As such it is considered that the proposed adverts would not be considered significantly harmful to existing amenity.

In terms of size, siting and method of illumination the proposal is not considered detrimental to highways safety. The double sided panel would form an integral part of the existing bus shelter structure and would be located at an appropriate distance from road junctions and allow for an effective footway width. The advertisement would be seen by drivers in moving traffic, however, the adverts are static and the static illumination will be controlled via an appropriate condition. On balance, the advertisements are not considered to be hazardous to vehicular or pedestrian traffic and therefore raise no public safety concerns.

As such, the proposed development is in general accordance with policies A1 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and National Planning Policy Framework 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

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, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer