

# CONSULTATION SUMMARY

## Case reference number

2021/5500/A

## Case Officer:

Tony Young

## Application Address:

Bus Shelter outside 58 Kilburn High Road  
London  
NW6 4HJ

## Proposal

Display of a double-sided, internally illuminated digital screen, integral to a new and repositioned bus shelter structure (Site G).

## Representations

<b>Consultations:</b>	No. notified	0	No. of responses	1	No. of objections	1
					No of comments	0
					No of support	0

<b>Summary of representations</b>	<p><b><u>A local resident living in Quex Road</u></b> objected as follows:</p> <ol style="list-style-type: none"> <li>1. <i>It will create light disturbance for the area at night as at night is it a quiet high street with not to heavy light pollution. The adding of this sign will create 24 hour light pollution and will also distract the drivers who are passing by the advertisement.</i></li> <li>2. <i>Also, this distraction won't be good.as we already have had fatalities on high road and this light pollution and destruction will cause further fatalities or distraction</i></li> </ol> <p><b><u>Officer response:</u></b></p> <ol style="list-style-type: none"> <li>1. Conditions have been attached to the approval which will limit luminance levels, especially at night where levels will be lower, and to control the image display (e.g. to provide static images, avoid flashing images, restrict frequency of transition, etc.) appropriate to this high street locality (see decision notice for further details);</li> <li>2. The Council is not aware of any particular hazard in this location associated with roadside advertising. Overall, the proposal does not raise any public safety concerns in regard to pedestrian or vehicular safety, subject to road widening works as shown on the approved plans (see also response 1 above and decision notice for further</li> </ol>
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details).

**Recommendation:- Grant advertisement consent**