

**Delegated Report****Development Planning****Address:** Bus Shelter Outside, 6 Victoria Street, London,

<b>Case No.:</b>	16/10566/ADV	<b>TP:</b>	PP-05605537
<b>Date of Application:</b>		<b>Date Valid:</b>	18.11.2016
<b>Date amended/ completed:</b>	18.11.2016	<b>8 Wk Date:</b>	13.01.2017
<b>Agent:</b>	Mr Mohamed Ahmed /	<b>On behalf of:</b>	
<b>Development Plan Context:</b>	– London Plan July 2011 – Westminster's City Plan: Strategic Policies 2016 - Unitary Development Plan (UDP) January 2007		

**LB:** **CA:****Proposal:**

Display of a double-sided advertisement panel consisting of 2 LED screens positioned back-to-back, each measuring 2.37m X 1.34m attached to the bus shelter.

**Consultations:****Relevant Planning History:**

15/10764/ADV - Display of a double-sided advertisement panel consisting of 1 LED digital screen and 1 static internally illuminated poster advertisement panel on the reverse both measuring 2370mm x 1338mm attached to the bus shelter adjacent to no. 4 Victoria Street - allowed 29.01.2016

08/00070/ADVREF - Display of two vertically scrolling internally illuminated poster panels on bus shelter - allowed 11.07.2008

08/00475/ADV - Display of two vertically scrolling internally illuminated poster panels on bus shelter - refused 05.03.2008

**Considerations:**

This application relates to a bus shelter on the north side of Victoria Street between the junctions with Dean Farrar and Tothill Streets [shelter 0133.0148]. There is an adjacent bus shelter subject of a pending application (RN: 16/10565 - shelter 0133.0151). Both bus shelters are within the setting of The Palace of Westminster, Westminster Abbey and St. Margaret's Church World Heritage Site, the Grade I listed Westminster Abbey and the Grade II listed Sanctuary and is located immediately west of the Westminster Abbey and Parliament Square Conservation Area. Both shelters are in an area of mostly office uses, with no internally illuminated signage outside of that in the shelters.

An internally illuminated double-sided advertisement consisting of two scrolling poster panels was previously refused for this location in 2008 (RN: 08/00475); however, the decision was overturned at appeal (see APP/X5990/H/08/1202856). In 2015 an application was permitted for the display of 1 internally illuminated digital advertisement panel with a static internally illuminated poster panel on the

reverse (RN: 15/10764). The current proposal seeks the display of a double-sided advertisement panel comprised of 2 LED screens.

The principle of internally illuminated advertisements has already been considered acceptable for this location. The main issue is the effect of a changing advertisement to the outside screen instead of a static advert on visual amenity and the setting of the World Heritage Site, the setting of the listed Westminster Abbey and Sanctuary and the character and appearance of the Westminster Abbey and Parliament Square Conservation Area. As the proposed advertisements would not be a more intrusive feature in the street scene than the existing display and are acceptable in the context of views away from these heritage assets, they are considered acceptable in this case and in accordance with Unitary Development Plan policy DES 8, subject to a condition preventing the use of the LED screens for the display of moving images (i.e. the screens are to be restricted to showing a series of static images).

**Recommendation:**

Grant conditional advertisement consent.

<b>Case Officer or Morning Meeting Officer:</b>	Allison Borden	<b>Date:</b>	12 January 2017
<b>Reason</b> (if over 8/13 wk deadline):			

**DRAFT DECISION LETTER**

**Address:** Bus Shelter Outside, 6 Victoria Street, London,

**Proposal:** Display of a double-sided advertisement panel consisting of 2 LED screens positioned back-to-back, each measuring 2.37m X 1.34m attached to the bus shelter.

**Plan Nos:** Booklet by JCDecaux entitled 'City of Westminster-TfL Bus Shelter Advertising Upgrade'

**Case Officer:** Nikki Mitchell **Direct Tel. No.** 020 7641 2681

**Recommended Condition(s) and Reason(s) or Reason(s) for Refusal:**

- 1 The advertisements displayed shall be a series of static images, which individually feature no moving elements, dynamic displays or motion pictures. The speed of change between one static image and the next shall be no quicker than 12 seconds.

**Reason:**

To make sure that the appearance of the advertisement is suitable and that it contributes to the character and appearance (visual amenity) of the area, and does not create a highways safety hazard. This is as set out in S25 and S28 of Westminster's City Plan: Strategic Policies (July 2016) and DES 1, DES 8 and DES 9 and TRANS 2 of our Unitary Development Plan that we adopted in January 2007.

- 2 The bus shelter and the frame to the advertising screen shall be painted and maintained in black.

**Reason:**

To make sure that the appearance of the advertisement is suitable and that it contributes to the character and appearance (visual amenity) of the area, and does not create a highways safety hazard. This is as set out in S25 and S28 of Westminster's City Plan: Strategic Policies (July 2016) and DES 1, DES 8 and DES 9 and TRANS 2 of our Unitary Development Plan that we adopted in January 2007.

**Informative(s):**

- 1 The City Council has imposed condition 1 because it considers that the display of moving images would be harmful to the visual amenity of the area and could be a distraction to drivers and therefore harmful to highways safety. Without the use of condition 1, the City Council would have refused this application.

Item No.