



Appeal Decision

Site visit made on 10 March 2025

by Mr R Walker BA HONS DIPTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 26 March 2025

Appeal Ref: APP/X5210/Z/25/3359412

Bus Shelter, Pavement Outside 173-177 Euston Road, London NW1 2BJ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
- The appeal is made by Transport For London against the decision of the Council of the London Borough of Camden.
- The application Ref is 2024/4904/A.
- The advertisement proposed was originally described as internal illuminated sequential advertisement capable of static and dynamic content display with automatic rotation of images.

Decision

1. The appeal is dismissed.

Preliminary Matters

2. The Regulations¹ advise that factors relevant to 'amenity' include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, which would encompass nearby listed buildings and the Bloomsbury Conservation Area (CA). Therefore, the location of the site in relation to various heritage assets is relevant to the consideration of 'amenity'.

Main Issue

3. The main issue is the effect of the proposal on the visual amenity of the area having regard to its location in relation to heritage assets.

Reasons

4. The appeal site is located along Euston Road, which is a long, wide, straight and busy road passing through the CA. This part of the CA is characterised by predominantly 4-5 storey buildings, and there are several individually listed buildings which contribute positively to the visual amenity of the area. This includes, the Friends House, a grade II listed building, which sits near the existing bus shelter.
5. In so far as it relates to this appeal the significance of the CA relates to the age and architectural richness of its historic buildings, such as the Friends House. The historical and architectural interest of the Friends House building and the views along Euston Road of it, which form part of its setting, all contribute to its significance.

¹ Regulation 3(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

6. The existing bus shelter is positioned on the footway near the neo-classically designed main entrance to the Friends House, with its imposing Doric colonnade an attractively striking feature. The Friends House, and its entrance, is experienced on approaches along the footway, and a pedestrian crossing to the west in combination with the bus shelter.
7. The existing analogue advert is located on the external facing side of the bus shelter and is highly prominent in the footway and from the pedestrian crossing. The proposal would have a much greater prominence through the digital display, with its more vibrant screen and rotating images drawing the eye. Such advertisements would not be unusual along a heavily trafficked road such as this. However, in this location, in such close proximity to the listed building, the overtly modern digital form of the proposed screen would jar injuriously with the Doric colonnade of the Friends House. This would be to the detriment of the visual amenity of the area, even with controls relating to the time of operation and luminance levels.
8. There is an existing digital advertisement display within the bus shelter. However, it is located on the inside with the framework of the bus shelter helping to contain and moderate the impact on the visual amenity of the area. Accordingly, neither the existing digital nor analogue advertisements justify the harm that I have identified in this appeal.
9. I therefore conclude that the proposed advertisement would have a harmful effect on the visual amenity of the area having regard to its location in relation to heritage assets. The Council has cited policies D1, D2 and D4 of the Camden Local Plan (2017) in its refusal of consent. I have taken them into account as material considerations. However, the power to control advertisements under the Regulations may be exercised only in the interests of public safety and amenity. Consequently, they have not, in themselves, been decisive in my determination of the appeal.
10. As the power to control advertisements under the Regulations is exercised in the interests of public safety and amenity, the environmental, social, or economic benefits emanating from the digital advertisement display do not outweigh my findings in relation to the visual amenity of the area.
11. For the reasons given above, the appeal is dismissed.

Mr R Walker

INSPECTOR