



Officer Report

Application Number:	HGY/2026/1610
Application Type:	Consent to display an advertisement
Address:	Bus Shelter , Pavement Outside 16 Crouch End Hill, London, N8 8AA
Proposal:	Consent to display an LCD Bus Shelter Advertisement.
Case Officer:	Adam Silverwood
Valid Date:	29/06/2026
Applicant:	Mr CHRIS READER
Agent:	Mr Martin Stephens

RECOMMENDATION

Approve with Conditions

1. Site location

The site is a bus shelter located on The Broadway. There is an existing bus shelter with a non-illuminated advertisement. The application site is located within the Crouch End Conservation Area

2. Description of Proposal

The applicant is seeking advertisement consent for Replacement of existing static double-sided advert with internally illuminated double sided sequential advertisement in bus shelter. The adverts would be installed into the interior and exterior panel of the bus shelter and will change the existing static display to a digital sequential display.

The adverts would allow for displaying live travel status updates, tourist information in addition to commercial messaging. In the event of an emergency, TfL will be able to override the commercial messaging to display important public information via a secure portal.

3. Relevant Planning and Enforcement history

There is no planning history relevant to the consideration of this application.

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: No objection

LBH Conservation: No Comments Received

5. Local Representations

A site notice was placed within the vicinity of the existing bus shelter. No comments have been received.

6. Assessment of planning issues

Regulation 3(1) of The Town and Country Planning (Control of Advertisement) Regulations 2007 states that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The definition of “amenity” includes both visual and aural amenity. Therefore, as well as visual amenity, the noise generated by advertisements should be considered. “Public safety” is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements is now included.

The revised NFFP (2024) states in Paragraph 141 that “the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

The main considerations in the assessment of this application are therefore amenity and public safety in respect of the Council's Local Plan Policies as outlined below.

Amenity

Policy DM3 'Public Realm' states that proposals for all advertisements should be designed to a high standard and, in particular, should:

- a. Contribute to a safe and attractive environment;
- b. Be of a high quality and sensitive to their visual appearance on the building on which they are to be sited and the surrounding street scene, especially in the case of listed buildings and conservation areas;
- c. Avoid unsightly proliferation or clutter of signage in the vicinity;
- d. Not cause a hazard to pedestrians or road users, including by siting and design;
- e. Be sited to avoid visual intrusion of light pollution into adjoining residential properties; and
- f. Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly-posting.

Policy DM8 supports advertisement proposals where they are of a high quality and sensitive to their surroundings, do not contribute to visual clutter and do not cause visual intrusion by virtue of light pollution into adjoining residential properties.

The application site is located within the Crouch End Conservation Area. The bus shelter is positioned in front of a three-storey terraced apartment block which is considered to make a positive contribution to the character and appearance of the Conservation Area. The building is visually divided into a series of individual bays when viewed from Crouch End Hill and exhibits a neo-Georgian style with Art Deco influences typical of the inter-war period. It is constructed in brown brick with red-brick dressings, decorative chequered detailing to the first-floor tympana, pilasters separating the bays, and steel casement windows to the upper floors.

Officers recognise the architectural quality of the building and its contribution to the significance of the Conservation Area. However, the impact of the proposed advertisement must be assessed within the context of its wider surroundings. Crouch End Hill and The Broadway form a busy town

centre environment characterised by a high level of commercial activity, a variety of shopfront designs, existing advertising, illuminated signage and street lighting. As such, the character of the immediate street scene is not solely derived from its historic architecture but also from its active commercial function and buildings of different ages.

The proposal would replace an existing static advertisement within the bus shelter with an internally illuminated sequential digital display. Whilst the display would be more visually prominent than the existing advertisement, the proposal would not alter the size, footprint or overall appearance of the existing bus shelter structure. As such, no additional street clutter would be introduced.

The proposed digital display would be viewed within the context of an established commercial streetscape and would not appear unduly intrusive or incongruous. Given the varied signage, lighting and commercial activity already present along this part of Crouch End Hill, the introduction of an illuminated advertisement at this location is not considered to materially detract from the appreciation of the heritage significance of the adjoining building or the wider Conservation Area.

The proposed illuminance levels are below the Institute of Lighting Professionals (ILP) guidance threshold of 300 cd/m². The level of illumination is not considered likely to result in unacceptable glare, light spill or visual intrusion and would be consistent with the prevailing character of the town centre environment. Consequently, the proposal is not considered to give rise to any significant harm to visual amenity, the character and appearance of the Conservation Area or the amenities of neighbouring occupiers.

Accordingly, the proposal is considered acceptable in amenity terms and accords with Policies DM3 and DM8 of the Development Management DPD (2017).

Public safety

Local Plan Policy DM2 seeks to ensure safe and accessible pedestrian routes and for proposals to not impede pedestrian permeability. In relation to advertisements Policy DM3 and DM8 seeks to ensure these do not cause a hazard to pedestrians or other road users. London Plan policy D8 also relates to pedestrian safety and states that applications which seek to introduce unnecessary street furniture should be refused.

The Council therefore needs to be convinced that pedestrian movement is not impeded with such development and that it does not attract attention which may endanger vehicle users.

The signage does not raise any safety concerns given it is of similar scale to the current signage. The aforementioned lighting levels do not raise concerns with regards to distraction for passing drivers or cyclists. The illuminance level would not affect public safety and would be subject to a condition.

The signage would not generate any obstruction to pedestrian movement on adjacent footway and as such there would be no consequence for the flow of pedestrians, including wheelchair and disabled users. The proposed signage is therefore acceptable with regards to public safety considerations.

7. Conclusion

For the reasons outlined above, the proposed signage is found to be acceptable in terms of amenity and public safety. The signage would not harm the character and appearance of the conservation area. There is no conflict with any national, London or Local Plan policy and the application should therefore be approved.

8. Recommendation

It is therefore recommended that this application be **APPROVED** in accordance with the following conditions:

Conditions:

- 1
 - A. That the display of the advertisement (s) shall be permitted for a period of five years from the date of this decision.
 - B. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition.
 - C. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
 - D. Where any advertisement is required under these regulations to be removed, the site shall be left in a condition that does not endanger the public.
 - E. 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.
 - F. 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: The conditions are imposed by virtue of the Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 The brightness of the advertising screens should be limited to 300cd/m2.

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