

# COMMITTEE REPORT

Planning Committee on  
Item No  
Case Number

16 July, 2019  
05  
19/1474

## SITE INFORMATION

RECEIVED	18 April, 2019
WARD	Tokynghon
PLANNING AREA	
LOCATION	<b>Bobby Moore Bridge and Underpass, Olympic Way, Wembley</b>
PROPOSAL	Installation of 2 internally illuminated LED advertisement displays attached to the northern and southern parapets of Bobby Moore Bridge. Use of the light boxes to east and west wall beneath Bobby Moore Bridge approved under planning consent 17/3840 for advertising purposes.
PLAN NO'S	Site Location Plan – Drawing PA-ZB-003 P16-003-01-ZB-101 Existing Plan and Elevations Bobby Moore Underpass Wall Elevations – Drawing 20-ZB-301 Rev C Bobby Moore Underpass Proposed Elevations - Drawing 20-ZB-300 Rev E Bobby Moore Bridge J1040/202 Section Details - Bridge Sign Visual with static white colour lighting prepared by Spiers & Major  <i>Background documents</i> Statement of Significance Addendum to Statement of Significance
LINK TO DOCUMENTS ASSOCIATED WITH THIS PLANNING APPLICATION	<p><b><u>When viewing this on an Electronic Device</u></b></p> <p>Please click on the link below to view <b>ALL</b> document associated to case <a href="https://pa.brent.gov.uk/online-applications/applicationDetails.do?activeTab=documents&amp;keyVal=DCAPR_144948">https://pa.brent.gov.uk/online-applications/applicationDetails.do?activeTab=documents&amp;keyVal=DCAPR_144948</a></p> <p><b><u>When viewing this as an Hard Copy _</u></b></p> <p>Please use the following steps</p> <ol style="list-style-type: none"><li>1. Please go to <a href="https://pa.brent.gov.uk">pa.brent.gov.uk</a></li><li>2. Select Planning and conduct a search tying "19/1474" (i.e. Case Reference) into the search Box</li><li>3. Click on "View Documents" tab</li></ol>

## RECOMMENDATIONS

That the Committee resolve to GRANT advertisement consent.

That the Head of Planning is delegated authority to grant advertisement consent subject to conditions and informatives to secure the following matters:

### Conditions

1. Advertisements - standard condition
2. Illuminance Levels

### Informatives

1. Need to secure Approval in Principle clearance from Brent Council's Highways & Infrastructure service
2. Reduction in length of screen on southern parapet to accommodate future highway works
3. Wall fixings to ensure protection of tiles
4. Any other informative(s) considered necessary by the Head of Planning

That the Head of Planning is delegated authority to make changes to the wording of the committee's decision (such as to delete, vary or add conditions, informatives or reasons for the decision) prior to the decision being actioned, provided that the Head of Planning is satisfied that any such changes could not reasonably be regarded as deviating from the overall principle of the decision reached by the committee nor that such change(s) could reasonably have led to a different decision having been reached by the committee.

## SITE MAP



### Planning Committee Map

Site address: Bobby Moore Bridge and Underpass, Olympic Way, Wembley

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This map is indicative only.

## PROPOSAL IN DETAIL

This application seeks consent for:

- the installation of 2 internally illuminated LED advertisement displays attached to the northern and southern parapets of Bobby Moore Bridge (indicatively shown and approved under planning consent 17/3840), and
- the use of the light boxes on the east and west walls beneath Bobby Moore Bridge (approved under planning consent 17/3840) for advertising purposes.

## EXISTING

The site occupies a prominent location at the opposite end of Olympic Way to Wembley Stadium, adjacent to Wembley Park station, where Bobby Moore bridge spans Olympic Way. The site is not located within a conservation area and there are no listed buildings in the vicinity.

## SUMMARY OF KEY ISSUES

This advertisement consent application is presented for determination by the Planning Committee owing to the number of representations received. The key planning issues for Members to consider are set out below. Members will need to balance all of the planning issues and the objectives of relevant planning policies when making a decision on the application:

1. **Principle of development:** The installation of the light boxes on the walls of the underpass and the installation of advertising panels on the northern and southern parapets of Bobby Moore Bridge have been previously consented, in their indicative form, under a separate planning permission (17/3840). Advertisement consent was also granted in 2017 for advertisements on the side walls of the Bobby Moore Bridge underpass and these advertisements have been in place. However, the proposed advertisements will expose a part of the 1993 tile mural on the underpass walls while the adverts already consented cover this entirely. The advertisements already consented can be displayed irrespective of the outcome of this application. The principle of installing the light boxes and parapet advertising panels in their currently proposed positions has therefore already been established. The current application clarifies that the advertisement displays on the parapets of the bridge would feature internally illuminated LED displays and seeks advertisement consent to use these and the light boxes for advertising purposes.
2. **Representations received:** A number of representations have been received objecting to this application for a variety of reasons - objections from 5 individuals, a petition with 283 signatures (at least 65 of which are likely to be from Brent residents) and an ePetition with 44 signatures. Officers consider that the proposals are acceptable and that none of the grounds upon which objectors oppose the proposals are sufficient to warrant refusing the proposals on planning grounds. The Wembley History Society has voiced support for the proposals.
3. **Protection of tile murals under proposed scheme:** Objectors have expressed concerns that the installation of the light boxes could damage the tile murals underneath. Officers are satisfied that adequate measures would be put in place to ensure that the tiles are protected.
4. **Neighbouring amenity:** There would be no significant impact on neighbouring residential occupiers owing to the positioning of the proposed works. The Council's Environmental Health Officer raises no objections to the proposals
5. **Highways and transportation / public safety:** The Council's Transportation Officer raises no objections to the proposals.

## RELEVANT SITE HISTORY

### 19/1387 - Under consideration - to be determined by Planning Committee

Details pursuant to conditions 19a (materials), 20e (hard landscape works) and 20i (maintenance of landscape works) in relation to Olympic Way, Zone B (ii) relating to Hybrid planning application reference 15/5550 dated 23/12/2016 (as amended by 17/0328 dated 26/05/2017), accompanied by an Environmental Impact Assessment, for the redevelopment of the site including; -

Full planning permission for erection of a 10-storey car park to the east of the Stadium comprising 1,816 car parking spaces of which 1,642 are for non-residential purposes, up to 82 coach parking spaces and associated infrastructure, landscaping and vehicular access.

And

Outline application for the demolition of existing buildings on site and the provision of up to 420,000 sqm (gross external area) of new floorspace within a series of buildings comprising:

- Retail/financial and professional services/food and drink (Use Class A1 to A4) up to 21,000 sqm;
- Commercial (Use Class B1) up to 82,000 sqm;
- Hotel (Use Class C1): up to 25,000 sqm;
- Residential (Use Class C3): up to 350,000 sqm (up to 4,000 homes) plus up to 20,000 sqm of floorspace for internal plant, refuse, cycle stores, residential lobbies, circulation and other residential ancillary space;
- Education, healthcare and community facilities (Use Class D1): up to 15,000 sqm;
- Assembly and leisure (Use Class D2): 23,000 sqm;
- Student accommodation (Sui Generis): Up to 90,000 sqm.

And associated open space (including a new public park) and landscaping; car and coach parking (including up to 55,000 sqm of residential parking and 80,000 sqm non-residential parking) and cycle storage; pedestrian, cycle and vehicular accesses; associated highway works; and associated infrastructure including water attenuation tanks, an energy centre and the diversion of any utilities and services to accommodate the development.

Subject to a Deed of Agreement dated 23 December 2016 under Section 106 of the Town and Country Planning Act 1990, as amended'.

### 17/3840 – Granted 31/01/2018

Reserved matters application relating to condition 1 (layout, scale, appearance, access and landscaping) pursuant to outline planning permission 15/5550 for the northern section of Olympic Way (between Fulton Road and the foot of the Wembley Park station steps). This area is referred to as Olympic Way, Zone B(ii). The proposal includes: New paving; New lighting columns which can incorporate advertising banners; Minor changes to levels to achieve an improved cross fall; Introduction of carefully selected trees; Flood attenuation measures below ground along with the co-ordination of utilities; New pedestrian seating; Identified locations for future wayfinding signage; Retention of CCTV columns; Water and electric points for markets and events; Replacement of existing coffered ceiling below the Bobby Moore bridge with new lighting; Re-cladding of the southern abutments to the Bobby Moore bridge; Demolition of the former Olympic Way toilet block in due course.

The application seeks to discharge the following conditions for Zone B (ii):

19(a): Materials; 19(c): Highway and footpath layout, sub surface details, surfacing materials and street furniture; 19(h): Wind; 19(l): Access; 20(a): Planting Plan; 20(b): Subsurface treatments and root management systems; 20(c): Details of walls/fences; 20(d): Contours and ground levels; 20(e): Areas of hard landscape works and external furniture and proposed materials; 20(g): Ecology; 20(i): Landscape Maintenance

### 15/5550 WEMBLEY MASTERPLAN – Granted 23/12/2016

Hybrid planning application, accompanied by an Environmental Impact Assessment, for the redevelopment of the site including;-

Full planning permission for erection of a 10-storey car park to the east of the Stadium comprising 1,816 car parking spaces of which 1,642 are for non-residential purposes, up to 82 coach parking spaces and associated infrastructure, landscaping and vehicular access.

And

Outline application for the demolition of existing buildings on site and the provision of up to 420,000 sqm (gross external area) of new floorspace within a series of buildings comprising:

- Retail/financial and professional services/food and drink (Use Class A1 to A4) up to 21,000 sqm;
- Commercial (Use Class B1) up to 82,000 sqm;
- Hotel (Use Class C1): up to 25,000 sqm;
- Residential (Use Class C3): up to 350,000 sqm (up to 4,000 homes) plus up to 20,000 sqm of floorspace for internal plant, refuse, cycle stores, residential lobbies, circulation and other residential ancillary space;
- Education, healthcare and community facilities (Use Class D1): up to 15,000 sqm;
- Assembly and leisure (Use Class D2): 23,000 sqm;
- Student accommodation (Sui Generis): Up to 90,000 sqm.

And associated open space (including a new public park) and landscaping; car and coach parking (including up to 55,000 sqm of residential parking and 80,000 sqm non-residential parking) and cycle storage; pedestrian, cycle and vehicular accesses; associated highway works; and associated infrastructure including water attenuation tanks, an energy centre and the diversion of any utilities and services to accommodate the development.

Subject to a Deed of Agreement dated 23 December 2016 under Section 106 of the Town and Country Planning Act 1990, as amended

### **13/2987 Granted 25/08/2017**

Advertisement consent for eight "gateway advertisements" comprising 1 no. advert attached to Northern Facade of Bobby Moore Bridge (facing Olympic Square), 1 no. lightbox "parapet sign" on northern facade of Bobby Moore Bridge (above Olympic Way), 1 no. lightbox "parapet sign" on southern facade of Bobby Moore Bridge (above Olympic Way), 4 no. vinyl advertisements attached to the east and west tiled walls of the underpass and adjoining Olympic Way

## **CONSULTATIONS**

### Public consultation

Members should be advised that there is no statutory requirement to carry out public consultation for an advertisement consent. However, Brent's Statement of Community Involvement recommends that a site notice is displayed to provide notification of an advertisement consent.

Two site notices were erected on 15.05.2019. Two further site notices were erected on 16.05.2019. These were positioned both at the upper level adjacent to the bridge parapets and at the lower level close to the underpass.

Objectors generally submitted comments in relation to the proposals as a whole rather than differentiating between the advertisement consent application and the conditions discharge application. Therefore, the objections submitted for both applications are presented below:

### **Wembley History Society – support proposals**

The Society state that this is a matter they have discussed at some length and made representations on, to both the Chief Executive of Brent Council and Quintain Limited. As a result, Quintain met them to discuss their objections to the complete lack of visibility of the Tiled Murals. Quintain sent representatives to one of the Society's meetings in 2018. The Society raised a number of concerns which Quintain considered. After further discussions, Quintain modified their original plans and agreed to make the main mural, depicting famous footballers playing, visible for most of the year. The other murals would be exposed occasionally. The lighting of the whole area under the bridge would also be upgraded, considerably improving the experience for the public and fans. The Society state that in light of these changes, they overwhelmingly agreed to accept these proposals.

### **Petition received with 283 signatures**

At least 65 of which are likely to be from Brent residents based on postcodes recorded. The petition is headed by the statement, 'I would like to see all of the Bobby Moore Bridge tile murals put back on permanent public display.'

### **ePetition received with 44 signatures**

The ePetition's accompanying text states that the undersigned petition the council to put the tile murals in the Bobby Moore Bridge subway at Wembley Park back on permanent public display to be enjoyed by residents and visitors to Wembley. It states that the tile murals are a major piece of public art, reflecting the historic and cultural importance of Wembley Park as "the Venue of Legends".

Representations received from 6 individuals objecting to the proposals.

The key objections raised are summarised in the below table:

<p>The murals are public art and of cultural importance and should be on permanent public display. They promote pride in local public art and greet those emerging from Wembley Park station with a sense of arrival</p>	<p>Please see 'Tile Murals within the context of the current proposals' section of report</p>
<p>The advertisements would not be in scale or in keeping with the tile murals as a feature of the locality</p>	<p>Please see 'Tile Murals within the context of the current proposals' section of report</p>
<p>In order to protect 'the Special Character of Olympic Way' (WAAP), all of the Bobby Moore Bridge tile murals need to be put back on permanent public display</p>	<p>Please see 'Tile Murals within the context of the current proposals' section of report</p>
<p>Installing light boxes may damage the tiles underneath</p>	<p>Please see 'Tile Murals within the context of the current proposals' section of report</p>
<p>The adverts on the northern parapet would be distracting to those on the steps of Wembley Park station and therefore a risk to public safety</p>	<p>Please see 'Pedestrian Safety' section of report</p>
<p>The adverts on the southern parapet would obscure views of the stadium for some people in wheelchairs and young children</p>	<p>Please see 'LED Advertisement Displays on Bridge Parapets' section of report</p>
<p>As the low level views down Olympic Way would be obscured by the proposed screen, a young child could climb on the railings in an attempt to view the stadium and fall</p>	<p>Please see 'Pedestrian Safety' section of report</p>
<p>Current application may be invalid because it seeks to renew a previous consent, but this cannot be done more than 6 months before the date on which the previous consent is due to expire</p>	<p>The current application seeks consent for a replacement scheme rather than the renewal of the existing scheme and so the application is not invalidated on this basis</p>
<p>Wembley History Society did not overwhelmingly agree with the current proposals, they just agreed that having one scene on public display was better than having none at all</p>	<p>The Chair of the Wembley History Society has written the Council specifying that "our Society overwhelmingly agree to accept these much improved proposals"</p>
<p>A condition should be attached to requiring cleaning and repair of the mural.</p>	<p>The exposed part of the mural would be carefully cleaned. A condition would not be considered necessary or reasonable, as set out within the National Planning Policy Framework's guidance on conditions.</p>
<p>The tile joints are 10mm and not 12mm wide, which causes concern with drilling accuracy.</p>	<p>Please see 'Tile Murals within the context of the current proposals' section of 19/1474 report</p>
<p>If there is damage to the tiles by the fixings of the existing spirit-flex system then this should be repaired.</p>	<p>This comment is noted, however, it is not relevant to the current applications. The addendum confirms that Quintain 'fully commit to repair any damage that is caused by the installation of the light boxes</p>

	should this occur'.
The historical, cultural and educational interest of the murals should be considered. Tile murals were previously used to educate children about Wembley and its history	This comment is noted, and the historic and cultural value is discussed later in this report. Whether or not the murals have educational value in itself is not considered to be a sufficient reason to indicate that the proposal will have a significant impact on public safety or amenity

In addition, one of the individuals objecting to the proposals, an amateur local historian with a particular interest in the Wembley area, submitted an 'Alternative Heritage / Significance Statement'. This sets out additional information and illustrations relating to the history of this part of Olympic Way and the tile murals, and the significance of different parts of the murals.

Internal

Environmental Health - no objections.

## POLICY CONSIDERATIONS

National Planning Policy Framework 2019

Wembley Area Action Plan 2015

Brent Development Management Policies 2016

Council's Supplementary Planning Guidance 8 - Advertisements (other than shops)

## DETAILED CONSIDERATIONS

1. The application comprises the following elements:

1. the installation of 2 internally illuminated LED advertisement displays attached to the northern and southern parapets of Bobby Moore Bridge (indicatively shown and approved under planning consent 17/3840), and

2. the use of the light boxes on the east and west walls beneath Bobby Moore Bridge (approved under planning consent 17/3840) for advertising purposes.

### Considerations of an advertisement consent

2. The display of advertisements is controlled through a specific approval process (known as advertisement consent) and separate planning permission is not required in addition to advertisement consent. When considering an advertisement consent consideration should only be given to the interests of amenity and public safety.
3. When considering "public safety", this includes consideration of road safety and the need to ensure that proposed advertisement do not cause a hazard to drivers from unnecessary levels of attraction.
4. When considering "amenity", this includes aural and visual amenity. This includes the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

### Planning Background

5. The installation of light boxes on the walls of the underpass and the installation of advertising displays on the bridge parapets, was approved under planning permission 17/3840. The current application seeks to use these light boxes, and the parapet displays, for advertising purposes. These light boxes would replace the existing system of wall coverings which was approved under ref: 13/2987. At present, the walls of the underpass and the walls to the immediate south are covered by tile murals on top of which are vinyl advertisement displays.

## **The light boxes**

6. The light boxes would consist of 22 panels to the west wall and 15 panels to the east wall. They would be capable of hosting a large format digital display and/or illuminated vinyl wraps. The light boxes would be fixed on top of the existing tiled murals on the underpass walls in a way that would not damage the tiles underneath. Following discussions with Brent Council and key stakeholders, including the Wembley History Society, a 9.4m long section of the original tiled mural referencing Olympic Way and the game of football located on the east wall would be left uncovered.
7. The light boxes would comprise a surface mounted LED system which would allow the walls to be illuminated and would be capable of displaying both static and dynamic lighting sequences. The applicants state that for daily operations, it is likely that the media content would be abstract lighting patterns. The wall mounted LED system would work in harmony with the bridge parapet mounted LED advertising screens. The applicants state that this would enable Bobby Moore Bridge to offer an immersive advertising role, replacing the existing system of vinyl wraps to present a distinctive and active façade to this key pedestrian route.

## **Tile Murals within the context of the current proposals**

8. The Bobby Moore Bridge subway was constructed between 1991 and 1993, as part of the pedestrianisation of Olympic Way by Brent Council. The tile murals were erected at the same time and depict a range of sporting and entertainment events from the history of Wembley Stadium and Wembley Arena.
9. Covering up the tile murals with light boxes has already been approved under a previous planning application, whilst advertisement consent was previously granted for vinyl advertisements over the tiles. There is a desire by some interested parties, including the Wembley History Society, that the tile murals should be viewable. Planning consent has already been granted for the light boxes and the current application relates to the use of the light boxes for advertising purposes rather than their installation.
10. However, in acknowledgement of this public interest, the applicants engaged with the Wembley History Society to ensure that a specially selected section of the mural would be viewable to the public for most of the year. This scene includes England footballers playing in the “twin towers” Wembley Stadium and includes the plaque commemorating the opening of the Bobby Moore Bridge set into the mural. This section would be displayed and highlighted to become a focal point for those interested in this artistic work and the part of Wembley’s history it depicts. The Chair of the Wembley History Society has expressed his support for the proposal.
11. The Council’s Principal Heritage Officer notes that, given that the tiles are not a designated heritage asset, the proposals are a reasonable compromise. Officers therefore consider it appropriate that the plaque would be visible and the Twin Towers would be permanently exposed in recognition that they are part of Brent’s Heritage.
12. The agents have also confirmed that the triangular sections of tiled mural south of the bridge would also be occasionally revealed between the changeover of the spiritflex background. These sections of tiles depict American football, Rugby League and ice hockey.
13. Objections have been submitted on the basis that the tile murals are an important historic and cultural feature of the locality and displaying adverts in this area would not be ‘in the interests of amenity’ as the advertisements would not be in scale or in keeping with the tile murals as a feature of the locality.
14. Paragraph 4.64 of the Wembley Area Action Plan 2015 is concerned with ‘Protecting the Special Character of Olympic Way’. The paragraph states, *‘The importance of Olympic Way for the successful regeneration of Wembley cannot be underestimated. It is an internationally recognised processional route and perhaps one of the most important streets in Brent. It is an integral part of the visitor experience for Stadium events but it is the continued every day use of this street that is regarded as the highest priority. The creation of an exciting, active and animated Olympic Way at all times of the day and throughout the year, whilst ensuring safe access to and from Stadium events, is regarded as fundamental to the success of the area.’*
15. It is acknowledged that the murals offer an interesting depiction of scenes relating to the history of Wembley Stadium and Wembley Arena and it is considered appropriate for the murals to be protected. For this reason, it is recommended that measures should be in place to protect them from damage and

preserve them for the future. The principle for the covering up of the murals has previously been accepted by previous planning decisions which have established that installing light boxes on the walls of the underpass is an acceptable alternative to displaying the tile murals in their entirety. Advertisement has also been previously granted for vinyl adverts over the tiles (also in a way that does not damage them), and should advertisement consent not be granted for the light boxes, the vinyl advertisements also could still be installed revealing less of the tiles than what would be visible under this proposal.

16. In assessing the current proposals in relation to the aims of the Wembley Area Action Plan 2015 to protect the special character of Olympic Way, it is necessary to assess the proposals in relation to the regeneration of the Wembley Park area. The Wembley Area Action Plan is concerned with creating an exciting, active and animated Olympic Way at all times of the day and throughout the year. The emerging landscape of Olympic Way has a contemporary feel and is characterised by modern buildings, vibrant advertising, animation in the form of moving images within advertising displays and lighting to activate space and create a stimulating atmosphere. The environment has a range of bold and eye-catching features based around lighting effects, including the lighting columns along Olympic Way, the screens on the front of Wembley Stadium, the Stadium Arch, the screens on the façades of Boxpark and the screens on the front of the Arena. It is considered that using the light boxes to display illuminated images and produce dynamic lighting effects is in keeping with this emerging landscape. It is therefore considered that the current proposals would support the aims of the Wembley Area Action Plan.
17. Officers consider that the introduction of the LED systems would not make Bobby Moore Bridge appear unduly incongruous in views from the surrounding area as it would continue to be viewed within the context of a busy, commercial area and with the backdrop of large scale developments, completed or under construction, on adjacent plots. The adverts would add vibrancy and visual interest to the area, and it is considered that they would be in keeping with the emerging landscape within Wembley Park.
18. Concern has been raised that the tile murals could be damaged by the drilling for, and application of the fixings for, the steel plates to support the light boxes. However, the applicant has demonstrated that the techniques proposed to mount the light boxes to the walls of the underpass would protect the tile murals. All fixings would be installed within the grouting between the tiles rather than the tiles themselves to ensure minimal contact with the tiles. Moreover, the Addendum submitted confirms that the agents 'fully commit to repair any damage that is caused during the installation of the light boxes should this occur'.

#### ***LED Advertisement Displays on Bridge Parapets***

19. The objective of the LED parapet signs is to replace the existing parapet adverts (approved under ref: 13/2987). These consist of backlit structures affixed to a steel 'clamp' set around the north and south parapets of the bridge.
20. Two LED screens are proposed – the screen on the northern parapet would face Wembley Stadium station and the screen on the southern parapet would face Olympic Way. The LED screens are intended to enable changing displays of branding, digital motion / street art, and advertising. These screens would allow illuminated static and moving images to be displayed.
21. The Council's Transportation Officer notes that there are highway proposals to connect North End Road and Bridge Road at a new road junction in the near future. These works would reduce the length of the southern bridge parapet, which would in turn affect the length of the proposed advertising screen. This has been accounted for within the design though, with a removable 2m segment of the screen shown at its eastern end to accommodate the proposed junction works.
22. Objections have been raised on the grounds that the proposed adverts on the southern parapet would obscure views of the stadium for some people in wheelchairs and young children. It is noted that the average eye height for someone using a wheelchair is above the height of the advertisement panel. Nevertheless, the panels would restrict views for some people including young children in pushchairs as they would be immediately next to panel. However, views of Olympic Way from a low head height could still be enjoyed while crossing Bobby Moore bridge at either end of the panel and the stadium arch would be visible to almost everyone crossing the bridge. It should also be noted that attaching illuminated advertisement displays to the parapets of the bridge, at the currently proposed heights, has already been approved in principle under planning application 17/3840.
23. The proposed signs are considered to be proportional in size to the bridge structure to which they would be fixed. It is not considered that they would harm amenity or cause distraction for highway users. The LED screens would not be visible to vehicles crossing Bobby Moore Bridge.

## **Amenity Considerations**

### ***Luminance Levels***

24. To avoid the potential adverse impacts of light spill, light pollution and glare, the luminance levels associated with the illuminated images and advertising would be within the industry levels set out in the following lighting guideline documents:

- Institution of Lighting Professionals, GN01:2011 Guidance Notes for the Reduction of Obtrusive Light
- Institution of Lighting Professionals, PLG05:2015 The Brightness of Illuminated Advertisements

25. Each sign would have the ability to dim up and down automatically throughout the day to take into account ambient daylight conditions. The dimming patterns of each screen and respective percentages of emitting light intensity may differ as the location, orientation, structure and capacity of each digital screen may vary however the luminance levels would work to the following parameters: -

- Maximum dusk/night time screen luminance – 300cd/m<sup>2</sup>
- Maximum daytime screen luminance – 5000cd/m<sup>2</sup>

### ***Residential amenity considerations***

26. The Council's Environmental Health Officer has considered the location of the illuminated panels and the proposed illuminance levels. They commented that due to their location, the light from these panels is unlikely to cause an adverse impact on any nearby residential dwellings. They therefore raised no objections and did not recommend any conditions in relation to Environmental Health concerns.

### **Safety considerations**

#### ***Highway safety***

27. The Council's Transportation Officer notes that the location of these advertising panels would not have any detrimental impact on highway safety, as they would not be overly visible from trafficked streets. As such, the proposed display of moving images as well as static images would be acceptable.

#### ***Pedestrian safety***

28. With regard to the LED displays on the northern parapet of Bobby Moore bridge, concern has been raised that pedestrians descending the Wembley Park station steps could become distracted by moving images on the screen in front of them, which could lead to people falling and endangering themselves and others.

29. However, it is clear as you leave Wembley Park station that you are within a busy and stimulating urban environment and moving illuminated images are not uncommon in this type of context. It is not considered that the presence of screens with moving images is likely to cause such distraction that the risk of accidents would be increased to a degree that would warrant the refusal of the application.

30. With regard to the LED displays on the southern parapet of Bobby Moore bridge, concern has been raised that, as the low level views down Olympic Way would be obscured by the proposed screen, a young child could climb on the railings in an attempt to view the stadium and fall. There is always the potential for accidents to happen if children are unsupervised, but it is not considered that this change in circumstances would increase the risk of accidents to a degree that would warrant the refusal of the application.

### **Equalities**

31. In line with the Public Sector Equality Duty, the Council must have due regard to the need to eliminate discrimination and advance equality of opportunity, as set out in section 149 of the Equality Act 2010. In making this recommendation, regard has been given to the Public Sector Equality Duty and the relevant protected characteristics (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, and sexual orientation).

## **Conclusion**

32. The proposed advertisements are considered acceptable in terms of both amenity and public safety and it is therefore recommended that advertisement consent is granted.

*Document Imaged*

**DRAFT DECISION NOTICE**



**DRAFT NOTICE**

TOWN AND COUNTRY PLANNING ACT 1990 (as amended)  
TOWN & COUNTRY PLANNING (CONTROL OF  
ADVERTISEMENTS)  
REGULATIONS 2007

DECISION NOTICE – ADVERTISEMENT APPROVAL

=====

Application No: 19/1474

To: Miss Carney  
WYG  
11th Floor  
1 Angel Court  
London  
EC2R 7HJ

I refer to your application dated **18/04/2019** proposing the following:

Installation of 2 internally illuminated LED advertisement displays attached to the northern and southern parapets of Bobby Moore Bridge. Use of the light boxes to east and west wall beneath Bobby Moore Bridge approved under planning consent 17/3840 for advertising purposes.

and accompanied by plans or documents listed here:

- Site Location Plan – Drawing PA-ZB-003
- P16-003-01-ZB-101 Existing Plan and Elevations
- Bobby Moore Underpass Wall Elevations – Drawing 20-ZB-301 Rev C
- Bobby Moore Underpass Proposed Elevations - Drawing 20-ZB-300 Rev E
- Bobby Moore Bridge J1040/202 Section Details - Bridge Sign
- Visual with static white colour lighting prepared by Spiers & Major

*Background documents*

- Statement of Significance
- Addendum to Statement of Significance

**at Bobby Moore Bridge and Underpass, Olympic Way, Wembley**

The Council of the London Borough of Brent, the Local Planning Authority, hereby GRANT Advert Consent for the reasons and subject to the conditions set out on the attached Schedule B.

Date: 08/07/2019

Signature:

A handwritten signature in black ink, appearing to read "G. Ansell".

**Gerry Ansell**  
Interim Head of Planning, Transport and Licensing

**Notes**

1. Your attention is drawn to Schedule A of this notice which sets out the rights of applicants who are aggrieved by the decisions of the Local Planning Authority.
2. This decision does not purport to convey any approval or consent which may be required under the Building Regulations or under any enactment other than the Town and Country Planning Act 1990.

DnAdvGC

**SUMMARY OF REASONS FOR APPROVAL**

- 1 The proposed development is in general accordance with policies contained in the:-

Wembley Area Action Plan 2015  
Brent Development Management Policies 2016  
Council's Supplementary Planning Guidance 8 - Advertisements (other than shops)

- 1 This permission is granted subject to the requirements of Regulation 14(7)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 which specify that advertisement consents are subject to the following standard conditions stipulated in Schedule 2 to the said Regulations:-

(i) 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.

(ii) no advertisement shall be sited or displayed so as to endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).

(iii) no advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air.

(iv) no advertisement shall be sited or displayed so as to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(v) 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.

(vi) any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public

(vii) where an advertisement is required under the Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To conform with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 The level of luminance for the proposed signage shall not exceed the following levels:

Maximum dusk/night time screen luminance – 300cd/m<sup>2</sup>

Maximum daytime screen luminance – 5000cd/m<sup>2</sup>

Reason: To ensure that the proposed display does not prejudice the amenities of the locality or the conditions of general safety along the neighbouring highway.

**INFORMATIVES**

- 1 The applicant is reminded any works affecting the bridge structure must also be granted Approval in Principle clearance from Brent Council's Highways & Infrastructure service.
- 2 The applicant is reminded that the screen on the southern parapet will need to be reduced in length as necessary to accommodate future highway works to connect North End Road and Bridge Road.

- 3 As detailed in the Statement of Significance, the lightbox panels should be fixed to the walls using screws placed between the tile joints, allowing the tiled mural to remain in situ and unharmed and therefore avoiding any loss or damage to the original mural.

Any person wishing to inspect the above papers should contact Hilary Seaton, Planning and Regeneration, Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ, Tel. No. 020 8937 1427