



## Appeal Decision

Site visits made on 6 and 7 December 2018

**by J D Westbrook BSc(Econ), MSC, MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 19<sup>th</sup> December 2018

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### **Appeal A Ref: APP/X5210/W/18/3202885**

#### **Pavement outside Crowndale Centre, 218 Eversholt Road, London, NW1 1BD**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5424/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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### **Appeal B Ref: APP/X5210/W/17/3202779**

#### **Pavement outside 1A Camden High Street, London, NW1 7JE**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5423/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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### **Appeal C Ref: APP/X5210/W/17/3202769**

#### **Pavement outside of Camden Town Underground Station, Camden High Street, London, NW1 8NH**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5421/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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### **Appeal D Ref: APP/X5210/W/17/3202763**

#### **Pavement outside of 197-199 Camden High Street, London, NW1 7BT**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5420/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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**Appeal E Ref: APP/X5210/W/17/3202896**

**Pavement outside of 186-188 Camden High Street, London, NW1 8QP**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5418/P, dated 28 September 2017, was refused by notice dated 21 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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**Appeal F Ref: APP/X5210/W/17/3202786**

**Pavement outside of 27 Chalk Farm Road, London, NW1 8AG**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5427/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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**Appeal G Ref: APP/X5210/W/17/3202782**

**Pavement outside of 31 Chalk Farm Road, London NW1 8AH**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5425/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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**Appeal H Ref: APP/X5210/W/17/3202879**

**Pavement outside of 249 Kentish Town Road, London, NW5 2JT**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5422/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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**Appeal I Ref: APP/X5210/W/17/3203047**  
**Pavement outside of 272 West End Lane, London, NW6 1LJ**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5432/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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**Appeal J Ref: APP/X5210/W/17/3202794**  
**Pavement outside of 319 West End Lane, London, NW6 1RN**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5431/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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**Appeal K Ref: APP/X5210/W/17/3202789**  
**Pavement opposite 152 West End Lane, (corner of Iverson Road), London, NW6 2LJ**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5430/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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**Appeal L Ref: APP/X5210/W/17/3202889**  
**Pavement outside Unit 1, Hardy Building, West End Lane, London, NW6 1BR**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under a development order.
  - The appeal is made by Mr Tom Fisher on behalf of Euro Payphone Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2017/5429/P, dated 28 September 2017, was refused by notice dated 22 November 2017.
  - The development proposed is the siting of a public telephone kiosk.
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## **Decisions**

### **Appeal A**

1. The appeal is dismissed.

### **Appeal B**

3. The appeal is dismissed.

### **Appeal C**

4. The appeal is dismissed.

### **Appeal D**

5. The appeal is dismissed.

### **Appeal E**

6. The appeal is dismissed.

### **Appeal F**

7. The appeal is allowed and approval is granted under the provisions of Part 16 of Schedule 2 to the Town and Country Planning (General Permitted Development)(England) Order 2015 (as amended), in respect of development by a telecommunications code system operator for the siting and appearance of a public telephone kiosk on the pavement outside of 27 Chalk Farm Road, London, NW1 8AG in accordance with the terms of the application Ref: 2017/5427/P, dated 28 September 2017, and the plans submitted with it, subject to the telephone within the kiosk, as illustrated on drawing 001/02, being positioned at a height of between 0.75 metres and 1 metre above ground level, in the interests of ensuring maximum accessibility for disabled persons.

### **Appeal G**

8. The appeal is dismissed.

### **Appeal H**

9. The appeal is dismissed.

### **Appeal I**

10. The appeal is dismissed.

### **Appeal J**

11. The appeal is dismissed.

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### **Appeal K**

12. The appeal is allowed and approval is granted under the provisions of Part 16 of Schedule 2 to the Town and Country Planning (General Permitted Development)(England) Order 2015 (as amended), in respect of development by a telecommunications code system operator for the siting and appearance of a public telephone kiosk on the pavement opposite 152 West End Lane, (corner of Iverson Road), London, NW6 2LJ in accordance with the terms of the application Ref 2017/5430/P, dated 28 September 2017, and the plans submitted with it, subject to the telephone within the kiosk, as illustrated on drawing 001/02, being positioned at a height of between 0.75 metres and 1 metre above ground level, in the interests of ensuring maximum accessibility for disabled persons.

### **Appeal L**

13. The appeal is dismissed.

### **Procedural Matters**

10. As an electronic communications code operator, the appellants benefit from deemed planning permission for a proposed payphone kiosk (also known as a public call box) under Schedule 2, Part 16, Class A of the Town and Country Planning (General Permitted Development) Order 2015 (GPDO), subject to prior approval by the local planning authority of siting and appearance. The appellant applied to the Council on that basis. The Council determined that prior approval was required and refused for the siting and appearance of the payphone kiosk subject to each of Appeals A-L.
15. The Council has made reference to a number of development plan policies in its decision notices, including Policies D1 and D2 of the Council's Local Plan (LP), which relate to a range of design and heritage issues; Policies C5 and C6 of the LP, which relate to safety, security and access; and Policy T1, which relates to prioritising walking, cycling and public transport. However, the principle of development is established by the GPDO and a prior approval relating to paragraph A.3 of Schedule 2, Part 16, Class A of the GPDO includes no requirement that regard be had to the development plan. The provisions of the GPDO require the local planning authority to assess the proposed development solely upon the basis of its siting and appearance, taking into account any representations received. Consequently, these appeals are not determined on the basis of Section 38(6) of the Planning and Compulsory Purchase Act 2004.
16. The National Planning Policy Framework 2018 (the Framework) deals with supporting high quality communications infrastructure, including applications for prior approval, and requires that local planning authorities must determine applications on planning grounds. As the principle of development is established, considerations such as need for a payphone kiosk are not a relevant matter. However, Appeals A - E are located within the Camden Town Conservation Area (CTCA), and Appeals I and J are located within the West End

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Green Conservation Area (WEGCA). Statutory requirements of Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area. Section 66 of the same Act requires special regard to be paid to the desirability of preserving listed buildings and their settings. The Government's approach in the Framework states that when considering the impact of a proposal on the significance of designated heritage assets, great weight should be given to the asset's conservation and that significance can be harmed or lost through development within their setting.

17. The Council and other consultees have raised issues relating to the accessibility of the kiosks to wheelchair users by virtue of the height of the telephones above ground level, as indicated on the submitted plans. The appellants have noted that the height of the telephones could be lowered to deal with this situation, and I accept that this minor detail could be dealt with, if necessary, by way of a suitable condition.
18. The Council and other consultees have also noted that the site plans, as submitted with the application, do not make clear exactly where the proposed kiosks will be sited. In some cases, the precise siting is important to assessing the appearance of the kiosk in its setting and also determining the effect on pedestrian movement etc. In other cases the information provided on the site plan would appear to be sufficient to give the proposal due consideration. Where the necessary information appears to be lacking or inadequate, I have made note of this in my considerations.

## **Main Issues**

19. The Council's reasons for refusal are almost identical in terms of the proposal subject to each appeal. I therefore consider that the main issue for each of the Appeals A - L is whether or not approval should be given in respect of the siting and appearance of the development, with particular regard, as appropriate, to whether it would preserve or enhance the character or appearance of the relevant Conservation Area; its effect on Listed Buildings; and to include, where relevant, the effect upon highway and pedestrian safety.

## **Reasons**

### *Background*

20. The appeals relate to twelve freestanding payphone kiosks, seven of which would be located within a Conservation Area (CA). The freestanding payphone kiosks consist of the same design, a broadly rectangular structure of approximately 1.3m depth by 1.1m width and an approximate height of 2.4m. The main structure would be three sided, with asymmetrical panels of reinforced laminated glass in a powder coated metal frame. The design of the kiosk would allow accessibility for people with limited mobility, including wheelchair users, and would be solar powered by way of PV units on the roof.

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21. As previously mentioned, each of the kiosks subject to Appeals A-E would be sited within the CTCA, an urban setting around the commercial centre that is Camden High Street and the surrounding residential streets. The commercial area contains a mix of Victorian and Edwardian Buildings, some of which are listed. Others are not listed but still have a positive impact on the character and appearance of the area. There are a number of important vistas and views into and out of the area, with some key buildings framing those vistas and views. Appeals I and J both lie within the WEGCA. The significance of the CA lies in the retention of its "village" character with a busy commercial 'spine' street, a "Village Green", street trees and landmark buildings, including a listed fire station and a listed historic public convenience.
22. The appellants make note in the appeal statements of examples of appeal decisions and court cases relating to the siting of telephone kiosks. I note these examples and the general principles raised, but I have very little information as to the detailed siting of these proposals and, in any case, I have dealt with each of the current proposals on its individual merits with regard to its specific location.

#### *Appeal A*

23. The proposed kiosk would be sited on a pavement on the eastern side of Eversholt Road. It would be sited outside the Crowndale Centre, a three-storey building, constructed from red-brick and stone detailing, close to the junction of Eversholt Road and Crowndale Road. The Crowndale Centre is marked on the CTCA appraisal plan as a positive, focal building with regard to the character of the area. Eversholt Road is a busy main road, with shops on the western side, opposite to the appeal site. The shops are on the ground floor of a long four-storey terrace with a unified red-brick façade above.
24. The kiosk would be sited opposite to No 271 Eversholt Road and outside a secondary entrance to the Crowndale Centre, marked as No 220. Immediately to the north of this secondary entrance there are ornamental black railings on a stone base. Such railings are noted in the CTCA appraisal, along with other fixtures in the streetscape, as important parts of the public realm which form the setting of the built fabric.
25. To the south of the entrance at No 220, at close intervals along the façade of the Crowndale Centre, there are further raised platforms at the base of wide stone "pillars" between the main windows and doors of the building. As a result of the railings and platforms the effective width of the pavement is reduced by around 1 metre along its length, although the proposed kiosk would appear to be sited where there a slightly wider pavement width outside of the door to No 220.
26. Other than a street lamp, street furniture along this section of pavement is represented by only a litter bin, cycle parking stands and a post box, all low features. The kiosk would not, therefore, of itself, result in a cluttered appearance at this point, but, it would be an intrusive feature in the otherwise

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clear views north towards Camden High Street, particularly by view of its scale. In addition, because of its modern design, and also due to its location so close to the ornamental railings and the red-brick and stone façade of the Crowndale Centre, it would appear incongruous within its context, detrimental to the setting of the Crowndale Centre along this part of Eversholt Road.

27. The appellants contend that the pedestrian footway is wide enough to accommodate high levels of pedestrian traffic. However, as noted above, in view of the intrusion of the railings and platforms into the pavement at regular intervals, it would have some impact on pedestrian flows along this busy pedestrian route, especially at night when patrons are dispersing from late night uses in the vicinity.
28. I accept that the harm to the character and appearance of the CA would be localised and would, therefore, be less than substantial to the significance of the CA as a whole. The appellant contends that, in contrast to the traditional style kiosks, the design of the proposed kiosk has been modernized to exhibit an open side which renders activities completely visible to passers-by, so deterring anti-social behaviour whilst also rendering the kiosk accessible to wheelchair users. However, the public benefits arising from the proposal, in terms of improved accessibility and security when compared to existing kiosks, do not, in this instance, outweigh the harm to the CA as identified above.
29. In conclusion, the proposed kiosk would appear as an incongruous element in the street scene at this point. It would also be harmful to the setting of the Crowndale Centre, which is a focal and positive building in the context of the character and appearance of the CA. I find, therefore, that its siting and appearance would be harmful to the CA and would also result in some detriment to the free flow of pedestrians along this busy section of road. Accordingly, I dismiss the appeal.

#### *Appeal B*

30. The proposed kiosk would be sited within a wide pedestrianized area to the north of the complex road junction that includes Camden High Street, Crowndale Road, Eversholt Road and Hampstead Road. The precise location is not clear from the submitted plans, but it would clearly be outside of the "Koko" building, otherwise referred to as No 1A Camden High Street, and a short distance away from its entrances. "Koko" is a listed building currently in use as an entertainment venue, and it is noted as a focal building with a lively frontage in the CTCA Appraisal document. The Kiosk would also be sited in relatively close proximity to the listed Cobden Statue, which is located at the western edge of the pedestrianized area, and the listed Mornington Crescent tube station which is located on the opposite side of Crowndale Road.
31. The pedestrianized area is generally free of street furniture except for low seats, small litter bins and a slimline information display board. There are a number of small trees within this area also. Whilst the area is large, it clearly experiences very heavy pedestrian footfall from Camden High Street to a



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- pedestrian crossing leading to Mornington Crescent Tube station, and another pedestrian crossing close to the Koko building leading to Eversholt Road. It also appears to as serve as a meeting and queuing area to the front of the Koko building. Its openness and uncluttered appearance is a key feature of the area.
32. By virtue of its height, scale and design, the proposed kiosk would appear incongruous in its setting within the largely open and uncluttered pedestrian space recently created at the southern end of Camden High Street. Moreover, whilst there are more modern buildings in the vicinity, it would relate most closely to the listed Koko building and would be sited close to its entrances. It would not be sympathetic to the generally "classical" features of that building, harmful to its character and appearance. To a lesser extent it would also be seen in the context of the Cobden Statue and the Mornington Crescent tube station, and would appear out of character with these. Therefore, whilst it would not of itself result in "clutter", it would be generally harmful to the visual amenities of the area, including the setting of the nearby listed buildings.
33. I accept that the resultant harm to the character and appearance of the CA would be localised and would, therefore, be less than substantial to the significance of the CA as a whole. The appellant contends that, in contrast to the traditional style kiosks, the design of the proposed kiosk has been modernized to exhibit an open side which renders activities completely visible to passers-by, so deterring anti-social behaviour whilst also rendering the kiosk accessible to wheelchair users. However, the public benefits arising from the proposal, in terms of improved accessibility and security when compared to existing kiosks, do not, in this instance, outweigh the harm to the CA as identified above.
34. Given the extremely busy nature of the pedestrian area at the southern end of Camden High Street, the proximity of the proposed kiosk to the entrances of the Koko building, and the likely impact of the kiosk on footfall near a busy pedestrian crossing, I consider that it would be harmful to pedestrian safety in what is otherwise a relatively open, uncluttered area. This would especially be the case when the Koko building would be closing and patrons leaving, as it would impact detrimentally on the activity generated at these times.
35. In conclusion, I find that the proposed kiosk would be detrimental to pedestrian flows along this part of Camden High Street. Moreover, its siting would be harmful to the character and appearance of the CA and the setting of nearby Listed Buildings. I therefore dismiss this appeal.

### *Appeal C*

36. The proposed kiosk would be sited on the pavement directly outside of the entrance to Camden Town tube station. At this point, Camden High Street is one-way with vehicles travelling from south to north. It has a relatively narrow carriageway and has red-way markings from the Britannia Junction to a point close to the tube station entrance.

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37. On the opposite of the road are shops with modern frontages. To the south of the tube station is a stone-built, triangular bank building with a curved front facing the Britannia junction. This is noted as a focal, positive building in the CA Appraisal document, as is the tube station itself.
38. There is a large road sign adjacent to the proposed site of the kiosk, but otherwise the pavement is relatively free of street furniture in the immediate vicinity. On this basis, the proposed kiosk, in itself, would not result in excessive visual clutter in this location. However, the design of the proposed kiosk would be unsympathetic to the character and appearance of the tube station, the façade of which comprises primarily red glazed tiles with glazed arches above the entrance. It would also appear out of character with the bank building immediately to the south. It is against the backdrop of these two buildings that the kiosk would be mainly viewed.
39. The pavement outside of the tube station is wide, but it is also very heavily used. In addition to large numbers of tube passengers using the station entrance, there is significant footfall past the site from Camden Market and other commercial uses in the north to destinations around the Britannia junction in the south. At the time of my visit it was clear that many people also cross Camden High Street immediately outside of the tube station entrance. In view of these heavy pedestrian flows resulting from general footfall, access to the tube station, and commercial activity along and around Camden High Street, I consider that the kiosk would be detrimental to pedestrian safety at this point.
40. In conclusion, I find that the kiosk would conflict visually with the focal and positive buildings in the vicinity. It would also represent a potential hazard to pedestrians using this very busy space outside of the tube station. Its siting and appearance would, on this basis, be harmful to the CA. As with the earlier appeals, I acknowledge that there would be some public benefits associated with the greater accessibility and security afforded by a kiosk such as that proposed, when compared with more traditional kiosks. However, the public benefits in this instance do not outweigh the harm to the CA as identified above, and I therefore dismiss this appeal.

#### *Appeal D*

41. The proposed kiosk would be sited on the pavement outside of Nos 197 and 199 Camden High Street, opposite the entrance to Camden Town tube station. The street frontage on this side of the road comprises shops with modern fronts. The pavement is relatively free of clutter with just street lights and litter bins in the vicinity. The proposed kiosk, in itself, would not, therefore, result in excessive clutter. Moreover, since the kiosk would be of simple modern design and seen primarily in conjunction with a backdrop of modern shop fronts, I do not consider that in this case it would be harmful to the character or appearance of the CTCA.

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42. However, pedestrian flows are very heavy along Camden High Street. In addition loading and unloading facilities for the shops would appear to be restricted to a limited number of on-street loading bays which share space with pedestrians. The nearest loading bay to the site of the proposed kiosk is a little way further north along the road, which means that goods and equipment destined for the shops in the vicinity of the appeal site must be taken along the pavement. Such movements must be added to the already heavy pedestrian flows between the Camden Markets to the north and Britannia junction to the south, as well as to pedestrian flows crossing the road at this point to and from the tube station. The presence of the proposed kiosk would result in a potential blockage to these flows of goods and people.
43. In conclusion, I find that the kiosk would not be harmful to the character or appearance of the CA in this location. However, I find that the siting of the kiosk would result in harm to pedestrian safety and convenience along this section of Camden High Street, due to heavy pedestrian flows and the additional conflict with these flows that would be created by the movement of goods and equipment along the pavement. I therefore dismiss this appeal.

#### *Appeal E*

44. The proposed kiosk would be sited on the pavement outside of Nos 186 and 188 Camden High Street. These are noted as positive buildings on the CTCA Appraisal. The site is opposite the entrance to Inverness Street Market and a few metres south of Camden Market buildings. Nos 186 and 188 are shop units which have merchandise extending outside the buildings onto the pavement. There is a loading bay, within a shared pedestrian space, serving the shops in the vicinity a little south of Nos 186 and 188 and the appeal site.
45. This part of Camden High Street has very heavy pedestrian usage, with significant activity around Camden Market, and pedestrians crossing the road to and from Inverness Street Market in the immediate vicinity of the appeal site. At this point, the effective width of the pavement is restricted by virtue of shoppers viewing goods displayed for sale outside of Nos 186 and 188. In addition, there is the potential for conflict between pedestrians, shoppers and movement of goods and equipment from the nearby loading bay. On this basis, I consider that the proposed siting of the kiosk would be detrimental to pedestrian safety along this section of Camden High Street.
46. With regard to the effect of the proposed kiosk on the character and appearance of the CA, it would be sited on a section of the pavement where there is other street furniture, including small waste bins, a BTlink telephone panel, and a street light, along with small trees. These are currently well spaced, and the addition of a further telephone kiosk would result in a somewhat cluttered appearance
47. The harm arising from the proposal would detrimentally affect the character and appearance of the CA, albeit to a limited extent. As the harm would be relatively localised, it would be less than substantial to the significance of the

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CA as a whole. As previously noted, there would be some public benefits arising from the proposal in terms of improved accessibility and security, when compared to existing kiosks. However, the public benefits in that respect do not outweigh the harm identified to the CA that would result from the somewhat cluttered appearance that would result from the siting of the kiosk.

48. In conclusion, I find that the kiosk would fail to preserve the character and appearance of the CA. It would cause less than substantial harm to the significance of the CA, but the harmful siting of the proposal, when taken together with the resultant likely harmful impact on pedestrian flows, justifies dismissal of the appeal.

#### *Appeal F*

49. The proposed kiosk would be sited on the pavement area outside No 27 Chalk Farm Road and opposite the entrance to Camden (Stables) Market. It would be positioned between two small trees towards the front of the pavement. There is a bicycle stand to the north of one tree and a bus shelter (apparently disused) a few metres to the south. Chalk Farm Road is a busy road and bus route. The Market lies within the Regents Canal Conservation Area (RCCA), the boundary of which is on the opposite side of the road from the appeal site. There are listed buildings also on the opposite side of the road, but in this case, I do not consider that the proposed kiosk would form part of, or have any impact on, their setting, being across a busy main road and partly screened by trees. For similar reasons, I do not consider that the kiosk would have any harmful impact on the character or appearance of the RCCA.
50. Whilst the road is busy in terms of traffic usage, it would not appear to be particularly heavily used by pedestrians – most of the pedestrian activity being concentrated on the opposite side of the road near the market entrance. There is very little in the way of street furniture in the immediate vicinity of the proposed kiosk, and it would appear to be sited between the two pavement trees. In this position, it would not affect the likely pedestrian desire lines along this part of the road, which appear to be more heavily influenced by the position of the bus shelter and the crossing point for pedestrians at the junction of Chalk Farm Road and Hartland Road, both of which effectively direct pedestrians away from the kerb into the middle of the pavement.
51. In the light of the above, I conclude that the siting and appearance of the proposed kiosk could not be said to harm the character or appearance of the nearby CA, or to the setting of the listed buildings on the opposite side of the road. Moreover, on the basis of the information available to me, it appears that the kiosk would not be likely to result in any harm to the free and safe movement of pedestrians along this section of pavement. Accordingly, I allow the appeal, subject to the telephone within the kiosk being positioned at a height of between 0.75 metres and 1 metre above ground level, in the interests of ensuring maximum accessibility for disabled persons. I have referred to this condition in the section on decisions above.

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### *Appeal G*

52. The proposed kiosk would be sited on the pavement outside of No 31 Chalk Farm Road. From the information before me it would appear that the kiosk would be sited between the kerbside and a mature tree located towards the middle of the pavement. There are two mature trees located within this section of pavement and trees form an important element of the Streetscape along this part of Chalk Farm Road and further north. There are cycle stands within a few metres of the proposed site and a nearby restaurant has tables and chairs on the pavement to the rear of the cycle stands.
53. Chalk Farm Road is a busy road and bus route, and there is a parking "layby" immediately to the south of the proposed kiosk site. The Camden (Stables) Market is opposite to the site and lies within the Regents Canal Conservation Area (RCCA), the boundary of which is on the opposite side of the road from the appeal site. There are listed buildings also on the opposite side of the road within the market area, but in this case, I do not consider that the proposed kiosk would form part of, or have any impact on, their setting, being across a busy main road. For similar reasons, I do not consider that the kiosk would have any harmful impact on the character or appearance of the RCCA.
54. I have concerns with regard to the proposed siting of the kiosk in relation to the cycle stands and outside seating area in close proximity. I also have significant concerns regarding the proximity of the proposed kiosk site to the mature tree. It would appear that the kiosk would be sited beneath the crown of the tree and could result in physical damage to the tree. In addition, in terms of accessibility, I consider that the nearby cycle racks and tree could adversely affect the ability of disabled persons to conveniently get to and use the kiosk. Finally, the position of the tree towards the middle of the pavement means that pedestrian flows could be diverted around both sides to a certain degree, particularly given the restriction on effective pavement width caused by the intrusion of cycle stands and restaurant seating very close to the tree. The kiosk would interfere with such flows.
55. In conclusion, I find that the kiosk would not be harmful to the character or appearance of the CA on the opposite side of Chalk Farm Road, or with the setting of nearby listed buildings. However, from the information before me there is a strong possibility of harm to the safety of pedestrians by virtue of its proximity to the cycle stands, outside restaurant seating, a car parking layby, and especially the mature tree. Accordingly, I dismiss the appeal.

### *Appeal H*

56. The proposed kiosk would be sited on the pavement outside of No 249 Kentish Town Road. Kentish Town Road is a busy commercial street and bus route. There is a car parking area marked out on the road adjacent to the proposed site of the kiosk. At the time of my visit it appeared also to be used for loading and unloading purposes. There are modern shop fronts lining both sides of the road and there is a pedestrian crossing a short distance area to the north.

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57. The site is not within a conservation area and there are no Listed Buildings in the vicinity of the site. The kiosk would therefore be seen in conjunction with modern shop fronts only and, from this perspective, it would not be harmful to the character or appearance of this section of Kentish Town Road.
58. However, from my site visit, it would appear that there is already a significant grouping of street furniture in close proximity to the appeal site to the north, including an InLinkUK/BT media communications structure, litter bins, cycle stands, a street light and pedestrian crossing lights. There is no significant street furniture to the south of the site, and I consider that the proposed kiosk would merely extend an already somewhat cluttered section of pavement, to the detriment of the visual amenities of the area.
59. The pavement immediately to the south of the proposed kiosk site reduces in width, since No 247 and the shops to the south project around 1 metre further forward than the frontage of No 249. This marks something of a pinch point, and the proposed kiosk would be sited very close to this point. On this basis, I find that the kiosk would be likely to cause harm to the free and convenient flow of pedestrians along this section of the pavement. In addition, the proximity of the kiosk to the parking bay could potentially lead to conflicts with the users of cars and vans in that bay, including those loading and unloading vehicles in association with the shopping activities along the road.
60. In conclusion, I find that the kiosk would be harmful to the general visual amenities of the area by way of adding a degree of clutter to a location already somewhat crowded by existing street furniture. In addition it would be located very close to a pinch point on the pavement and a busy parking bay on the road, to the detriment of pedestrian and vehicular safety. Accordingly, I dismiss the appeal.

### *Appeal I*

61. The proposed kiosk would be sited on the pavement outside of No 272 West End Lane and close to the southern end of "The Green" which is a focal space at the northern end of the West End Green Conservation Area (WEGCA). West End Lane splits around the southern end of the Green, with the main "arm" continuing northwards past the western side of the Green to become Forest Green Road. A secondary "arm" is one-way only in a southerly direction past the eastern part of The Green. West End Lane itself takes a near right angle turn at The Green and effectively splits the Green into two separate sections.
62. The CA Appraisal indicates that the mature trees and grass of The Green provide a green oasis, while separated on their own "island" are the listed public toilets. This "island" space is simple and some variety of planting and enhancement would benefit it. The appraisal also notes that there is scope for public realm improvement, e.g. improved materials, removal of clutter etc. In addition to the listed public toilets on the southern half of The Green, the listed Fire Station is situated on the opposite side of West End Lane.

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63. The proposed kiosk would be sited on the eastern side of the secondary “arm” of West End Lane, opposite the listed public toilets. The pavement here is wide and relatively open. There are mature trees in the middle of this pavement area, but to the north of the trees, there is little in the way of street furniture barring a slimline information display board and a small equipment cabinet. The proposed kiosk would be sited between the display board and the cabinet and, by virtue of its scale, would be an intrusive feature in the otherwise open pavement area.
64. I do not consider that the kiosk would be readily seen in conjunction with the listed buildings. The listed public toilets would be largely hidden from view by planting on the eastern side of the sunken building, while the Fire Station would be some distance away over a busy road, partly screened by trees. In this case, therefore, the proposed kiosk would not be harmful to the setting of the listed buildings. However, it would fail to result in public realm improvement in this part of the CA and would introduce an alien feature of modern design and materials into the street scene, as opposed to improving materials and reducing clutter. It would therefore be harmful to the character and appearance of this part of the WEGCA.
65. As previously noted, there would be some public benefits arising from the proposal in terms of improved accessibility and security, when compared to existing kiosks. However, the public benefits in that respect do not outweigh the harm identified to the CA that would result from the siting of the kiosk in this otherwise open and uncluttered area.
66. I acknowledge that the proposed kiosk would appear to be sited in line with the existing display board and cabinet. On this basis, and given the significant width of the pavement at this point, I do not consider that it would be significantly harmful to the free passage of pedestrians at this point.
67. In conclusion, I find that the kiosk would be detrimental to the character and appearance of the CA. It would appear unlikely that the kiosk would be harmful to pedestrian safety, but this lack of harm would not outweigh the harm to the CA. Accordingly, I dismiss the appeal.

#### *Appeal J*

68. The proposed kiosk would be sited on the pavement outside of No 319 West End Lane and close to the southern end of “The Green” which is a focal space at the northern end of the West End Green Conservation Area (WEGCA). West End Lane splits around the southern end of the Green, with the main “arm” continuing northwards past the western side of the Green to become Forest Green Road. The proposed kiosk would be sited on the pavement on the western side of West End Lane, opposite to the southern end of The Green.
69. The CA Appraisal indicates that the mature trees and grass of The Green provide a green oasis, while separated on their own “island” are listed public toilets. This “island” space is simple and some variety of planting

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and enhancement would benefit it. The appraisal also notes that there is scope for public realm improvement in the CA, e.g. improved materials, removal of clutter etc. In addition to the listed public toilets on the southern half of The Green, the listed Fire Station is situated on the opposite side of West End Lane, close to the site of the proposed kiosk, although set back some distance from the road edge. The exit crossover from the fire station onto West End Lane is located in very close proximity to the proposed kiosk site.

70. The proposed site would be towards the front of the pavement. The front of the pavement at this point is relatively clear of street furniture with just a small litter bin together with a street sign and light. To the rear of the pavement, however, are equipment cabinets, a road grit container and a bench seat, which intrude onto the clear pavement area to a certain extent.
71. In the light of the relatively wide pavement at this point, I do not consider that the proposed kiosk would result in any significant harm to pedestrian safety. I do have some concerns, however, that the kiosk, despite its relatively lightweight and transparent appearance, could be detrimental to the sight lines of fire engines exiting the station, particularly in the case of emergencies.
72. The kiosk would, alongside the other street furniture in the immediate vicinity, result in a somewhat cluttered appearance to this part of the pavement. In addition, it would be seen in close conjunction with the façade of the listed fire station and, by virtue of its scale, modern materials and design, would appear somewhat prominent and incongruous. The kiosk would also, to a lesser extent, be seen in conjunction with the listed public toilet, although in this case, it would be across a busy road and the listed toilet is already somewhat surrounded by other toilet buildings and litter bins.
73. As previously noted, there would be some public benefits arising from the proposal in terms of improved accessibility and security, when compared to existing kiosks. However, the public benefits in that respect do not outweigh the harm identified to the CA, and to the setting of the listed building, that would result from the siting of the kiosk in this otherwise uncluttered area.
74. I conclude in this case that the proposed kiosk would be harmful to the setting of the listed Fire Station, and it would fail to result in public realm improvement in this part of the CA by way of introducing an alien feature of modern design and materials into the street scene, as opposed to improving materials and reducing clutter. It would therefore be harmful to the character and appearance of this part of the WEGCA. It would appear unlikely that the kiosk would be harmful to pedestrian safety, but there may be some detriment to vehicular safety caused by the proximity of the kiosk to the exit/crossover serving the fire station. Accordingly, I dismiss the appeal.

#### *Appeal K*

75. The proposed kiosk would be sited at the rear of the pavement on West End Lane, close to its junction with Iverson Road. The pavement here is very wide



and is relatively free of street furniture. There is a slimline display board in close proximity to the site of the proposed kiosk and there are equipment cabinets backing onto a 2.5 metre high fence that bounds the Thameslink railway cutting to the north. The pavement on the western side of West End Lane is very narrow as the road bridges the railway, and then widens out considerably at the end of the bridge. Pedestrian flows are heavy but the effect of the existence of the narrow pavement over the bridge appears to concentrate pedestrian flows to the front of the pavement, whereas the kiosk would be sited to the rear.

76. The area behind the pavement here comprises a tree-lined walkway from West End Lane to the West Hampstead Thameslink station. This walkway is situated to the rear of the pavement along Iverson Road and is relatively wide and open in the vicinity of the proposed kiosk. It contains a number of cycle stands near to the station itself, but the stands are some considerable distance away from the kiosk site and access would not be affected by it.
77. Pedestrian flows along this section of West End Lane focus on two pedestrian crossings to the south of the appeal site. One crossing takes pedestrians over Iverson Road and the other, which is close by, takes pedestrians across West End Lane itself. The Council contends that the kiosk would have the effect of reducing the 'clear footway' of the pavement to less than the minimum required threshold, which would reduce pedestrian comfort, resulting in overcrowding, and issues of highway safety through interfering with signals and visual obstructions. In this case, I disagree. The width of the pavement in the vicinity of the proposed kiosk site is around 7 metres, such that the kiosk, sited at the rear, would not significantly interfere with pedestrian desire lines and would leave significantly greater space than threshold required.
78. This section of West End Lane, and Iverson Road off it, is characterised by very modern buildings, and the simple modern design of the kiosk would not, in this case, adversely affect the prevailing character or appearance of the area.
79. In conclusion, I find that the proposed kiosk, by virtue of its modern simple design, would complement the modern frontages of nearby shops, and the designs of nearby buildings. It would not be harmful to the visual amenities of the area and it would not prejudice pedestrian safety. Accordingly, I allow the appeal, subject to the telephone within the kiosk being positioned at a height of between 0.75 metres and 1 metre above ground level, in the interests of ensuring maximum accessibility for disabled persons. I have referred to this condition in the section on decisions above..

#### *Appeal L*

80. The proposed kiosk would be sited on the pavement of West End Lane, outside of a small shopping precinct to the south of West Hampstead Overground station. There is an open, hard-landscaped pedestrian square behind the pavement and to the front of the shops, which enclose two sides of the square. The square has low concrete seats to the front and to the southern side, and

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trees to the rear of the pavement. There is a small clock tower of contemporary design to the south-eastern corner of the square. The pavement is clear of street furniture to the front of the square with the exception of a single street light.

81. The modern design of the kiosk would not appear out of character with its surroundings, since it would be seen in conjunction with the modern shopping centre and pedestrian square behind. However, the pavement here, along with the pedestrian square behind is devoid of any clutter and is characterised by its openness and unobstructed visibility. On this basis, I consider that the kiosk would be an intrusive feature in the streetscape, harmful to the character and appearance of the area around this part of West End Lane.
82. The kiosk would be sited on a pavement which is currently open and unobstructed. The kiosk would be sited within this pavement area at a point close to seating areas, which might be expected to attract large numbers of pedestrians and shoppers, not just to the seats but also to congregate in the general square, potentially spilling onto the pavement area around the seats. The presence of the kiosk in this position could result in blockages to pedestrian flows by narrowing the effective width of the pavement at a point where pedestrian footfall would be significant.
83. In conclusion, I find that the proposed kiosk would be harmful to the character and appearance of the general area, and that its siting would be harmful to pedestrian safety. Accordingly I dismiss the appeal.

*J D Westbrook*

INSPECTOR



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## Appeal Decisions

Site visit made on 29 September 2020

by **I A Dyer BSc (Eng) FCIHT**

an Inspector appointed by the Secretary of State

Decision date: 16 November 2020

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### **Appeal A Ref: APP/X5210/W/20/3254037**

#### **Telephone Kiosk outside 197 Kentish Town Road, London NW5 2JU**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
  - The appeal is made by Mr Richard Wilson and New World Payphones against the decision of the Council of the London Borough of Camden.
  - The application Ref 2019/3996/P, dated 5 August 2019, was refused by notice dated 27 March 2020.
  - The development proposed is replacement of existing telephone kiosk with new telephone kiosk.
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### **Appeal B Ref: APP/X5210/H/20/3252962**

#### **Telephone Kiosk outside 197 Kentish Town Road, London NW5 2JU**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mr Richard Wilson and New World Payphones against the decision of the Council of the London Borough of Camden.
  - The application Ref 2019/4481/A, dated 5 August 2019, was refused by notice dated 27 March 2020.
  - The advertisement proposed is illuminated digital advertisement display integrated within replacement telephone kiosk.
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## Decisions

### **Appeal A Ref: APP/X5210/W/20/3254037**

1. The appeal is dismissed.

### **Appeal B Ref: APP/X5210/H/20/3252962**

2. The appeal is dismissed.

## Procedural Matters

3. The applications were submitted together on a single application form covering both planning permission and consent to display advertisements. As set out above there are two appeals on this site relating to different aspects of the same proposal. I have considered each proposal on its individual merits. However, to avoid duplication I have dealt with the two schemes together, except where otherwise indicated.
4. The Council has referred to development plan policies in respect of Appeal B. As advertisement proposals can only be considered on the basis of amenity and public safety considerations, I have taken into account relevant development

plan policies so far as they relate to these issues, but in themselves they have not been determinative from the point of view of my overall conclusion on the advertisement appeal.

5. Subsequent to the determination of the application the appellants have submitted an amended plan (PY3292/025 rev A) which reflects changes to street furniture in the vicinity of the proposal. I have determined this appeal having regard to the layout of the street scene as it was at the time of my site visit.

### **Main Issues**

6. Since submitting the appeal the Main Parties have entered into an Agreement made under Section 106 of the Town and Country Planning Act 1990, Section 111 of the Local Government Act 1972, Section 278 of the Highways Act 1980, Section 1 of the Localism Act 2011 and the New Roads and Streetworks Act 1991 (the Agreement). Through the Agreement, the proposal would replace the existing kiosk and remove three others. The Agreement would also make provision for a new street tree to be provided for each of the kiosks removed. Further provision is made for the cleaning and upkeep of the replacement kiosk to an agreed standard. The Agreement also makes provision for the Council to have access to the advertising panel and provide a wayfinding screen to display Council messages, including emergency messages. I have taken the Agreement into account as part of my consideration of both appeals and I am satisfied that it is both acceptable and necessary.
7. I consider that, through the Agreement, the Council's concerns relating to the fourth reason for refusal in the Decision Notice relating to Appeal A are addressed.
8. The main issues in relation to Appeal A are, therefore, (i) the effect of the proposal on the character or appearance of the site and the immediate area with particular reference to 189-197 Kentish Town Road, 205-211 Kentish Town Road and 207-223 Kentish Town Road, which are Locally Listed Buildings (LLBs), and 213-215 Kentish Town Road which is a Grade II Listed Building (LB), and (ii) the effect of the siting of the proposed development on pedestrian movement and public safety.
9. In relation to Appeal B, the control of advertisements is exercisable only with respect to amenity and public safety. In this case, the main issue is the effect of the proposed advertisement on amenity.

### **Reasons**

10. The site is located outside 189-197 Kentish Town Road, an LLB currently containing an empty shop unit and a convenience store, on the footway of Kentish Town Road. Kentish Town Road is a wide street with commercial uses on both sides. The range of shops and services provided and the high-density housing in the area combine to result in Kentish Town Road having the character of a busy urban street. The buildings exhibit a mix of architectural styles, including modern infill, generally with more modern shop fronts below.
11. The significance of 213-215 Kentish Town Road derives from the architectural features of its façade to Kentish Town Road, as an example of an arcade shop front typifying a style common in the 1930s, reflective of trading practices at that time

12. The significance of the LLBs derives from their architectural compositions, attractive appearance and grouping.
13. There is a wide footway between the shop frontage and the vehicular carriageway in the vicinity of the site. In the immediate locality there is limited street furniture, of a contemporary design, including an existing telephone kiosk, bicycle racks, litter bins, street lighting columns, and a street tree in a large planter. Advertising on the commercial units includes some internally illuminated signage but is generally low key and incorporates static images. Overall the area has a pleasant sense of spaciousness despite its busy urban character.
14. The Council, as part of their consideration of the application, requested usage figures for the kiosks that would be removed or replaced. Whilst this demonstrated a low level of usage, a degree of usage was nonetheless present, including that by persons accessing emergency and other support services. Further, the development would provide a type of structure that could be conveniently accessed by those with a mobility impairment and thus would meet a clear need for its users. The proposal would, therefore, address a degree of need in the area and the kiosks to be replaced are not, on the basis of the evidence before me, entirely redundant.
15. Paragraph 116 of the Framework makes it clear that decisions on applications for telecommunications equipment should be made on planning grounds and that decision-takers should not seek to “prevent competition between different operators... [or]... question the need for the telecommunications system”.
16. The appellants argue that the increased use of the mobile phone has resulted in a decrease in use of public telephone boxes, and that this usage is further reduced by the lack of inclusivity and anti-social behaviour issues associated with the design of their current kiosk. They cite an increase in usage of their kiosks following upgrade and I have no reason to dispute this.
17. The proposed development would result in a kiosk of L-shaped cross section with a roof being installed close to the footway edge, with the shorter side closest to the kerb and the longer side at right angles to the flow of traffic. It would have an advertising panel on the longer side.
18. There is dispute between the main parties regarding the need for the structure to be of the form and scale proposed. Notwithstanding that an alternative structure could physically incorporate the proposed telecommunications equipment, the design incorporates a roof and a side panel which would provide shelter from the elements for customers whilst retaining two open sides to allow access for those with a mobility impairment and improve natural surveillance. The degree of shelter that would be provided would be a reasonable balance against the need to provide accessibility.
19. An existing kiosk, of more angular, enclosed design and an uncared-for appearance, at the same location would be removed. Notwithstanding this, as a consequence of its height, width, dark colour, illuminated screen and separation from other street furniture of a similar scale, the proposed kiosk would be a prominent feature in the street scene.
20. This proposal is one of several in the wider area of Camden seeking to rationalise kiosk provision and reduce the number of kiosks overall. In

association with the removal of the existing kiosk the replacement one would not significantly affect the sense of spaciousness, nor, given its setting against more modern shop fronts and the mix of architectural styles, would its simple, modern design incorporating elements referencing traditional kiosks, detract from the character and appearance of the site and the surrounding area which forms part of the setting for the LB and the LLBs.

21. The visual impact of the kiosk would be increased by the large illuminated advertising panel, which would be a dominating feature on the structure. The panel, close to the kerblines, would be a prominent standalone illuminated feature. The panel would be unrelated to the services provided by the adjacent commercial units and would appear prominent in views along the street both during the day and in hours of darkness.
22. The luminance level and rate of image transition could be controlled by condition. Nevertheless, the appeal proposal would, as a result of the internal illumination associated with the panel, its position adjacent to the kerb and changing images, create a discordant feature within the street scene directly in front of 187-197 Kentish Town Road and within vistas encompassing the LB and LLBs. Whilst such forms of advertisement are becoming increasingly familiar on the street scene, it would, nonetheless, create an additional, discordant feature within the street scene, adding visual clutter and hence adversely affect the way in which these buildings are experienced from the public realm. To this extent, significant harm would be caused to the amenity of the area.
23. Even without displaying an advertisement, the illuminated screen would be a discordant feature within the street scene adding unnecessary visual clutter and hence would harm the settings of the LB and LLBs.
24. Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that, in making decisions on planning applications that may affect a listed building or its setting, special attention is paid to the desirability of preserving the building or its setting. In addition, Paragraph 193 of the Framework requires when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.
25. Whilst, within the wider area, there are other examples of illuminated advertisements mounted on street furniture near the kerblines, including digital advertisements, these are not located within the context of this particular street frontage.
26. No pedestrian count data has been provided by either party in support of their case. However, the proposal site lies on a busy shopping street and is likely to experience high volumes of footfall.
27. With regard to the current layout of the street and footway width the replacement of the kiosk would provide a marginal reduction in width of available footway. It would, therefore, still fall short of the recommended minimum width for high footfall locations contained within Appendix B of the Transport for London (TfL) guidance document entitled 'Pedestrian Comfort Guidance for London'. The Camden Streetscape Design Manual -2005- identifies that there are benefits to overall passenger flow by grouping street furniture in bunches. The kiosk would remain in line with the planter nearby

and would maintain the current separation from it. In these circumstances, the minor increase in obstruction to the passage of pedestrians would, of itself, be unlikely to engender additional delay or encouragement to leave the footway and enter the carriageway.

28. The kiosk would be positioned close to an automatic telling machine (ATM) within the frontage of the convenience store. The Metropolitan Police Crime Prevention Design Advisor has identified that, associated with their current low levels of use, telephone kiosks within the Borough have become crime generators and focal points for anti-social behaviour (ASB). With regard to Kentish Town Road the potential use of the structure by street beggars has been highlighted.
29. Whilst it would be possible for beggars to sit within or adjacent to the proposed kiosk, increasing the obstruction associated with it, this could be equally true of, and have the same result as, the existing layout of street furniture. Whilst the orientation of the kiosk and its open nature would provide a degree of shelter from the elements, this is, in this case, unlikely to materially increase the occurrence of begging as the position of the kiosk would remain effectively unaltered.
30. Further concerns have been raised regarding other ASB such as urinating against or within the structure and vandalism/graffiti. By replacing an existing kiosk there would be no net increase in opportunities for such behaviour. The more open nature of the proposed kiosk compared to that of the existing one may actively discourage such behaviour. The replacement of the old, uncared for kiosk and proposed improved maintenance regime would be likely to reduce the effects of ASB. However there is no substantive evidence before me to suggest that this would be to a significant degree.
31. Levels of illumination from the kiosk could be controlled through a suitable planning condition and I have little substantive evidence before me to demonstrate that the substitution of the kiosk structures and relocation would have an adverse effect on CCTV coverage or reduce natural surveillance and so use of the kiosk to screen illegal activities such as drug dealing and use would, therefore, be unlikely to be measurably altered.
32. Other kiosks that it is proposed to remove are situated some distance from the appeal site and are not visible from it. Such de-cluttering of the streetscape is supported within the TfL Streetscape Guidance Fourth Edition -2019 Revision 1. Their removal would have the benefit of fewer structures in their local streetscape, and I have no reason to object to their removal. However, there is limited information before me about the kiosks which would be removed, including the quality of the public realm at those sites, or whether the streets within which they are located attract a high level of footfall. Therefore, I attach limited weight to any potential benefits that could arise from this.
33. The appellants identify that the inclusion of the advertisement panel is necessary to facilitate the proposed upgrading of their kiosk stock. However, there is little evidence before me to demonstrate that the inclusion of advertising in the form proposed is the only way of achieving this end and so I give this argument limited weight.
34. For the reasons outlined above, I conclude that in respect of Appeal A the development would harm the settings of the LB and the LLBs and the character

- and appearance of the wider street scene. The proposal would therefore not comply with the expectations of the Planning (Listed Buildings and Conservation Areas) Act 1990. The development would also be contrary to Policy D3 of the Kentish Town Neighbourhood Plan -2016- and Policies D1 and D2 of the Camden Local Plan -2017- (the Local Plan) in as much as these require development to respect local context and character and preserve or enhance the historic environment and heritage assets.
35. The above identified harm would be less than substantial taking into account paragraph 196 of the Framework. The Framework directs that where a development proposal would lead to less than substantial harm, this harm should be weighed against the public benefits of the proposal. I deal with this matter below.
36. However, I find that the replacement kiosk would not have a harmful effect on pedestrian movement and public safety. It would therefore be in accordance with Policies G1, A1, C5, C6 and T1 of the Local Plan in as much as these, amongst other things, promote safer streets and public areas which are fully accessible, easy and safe to walk through and provide high quality footpaths and pavements that are wide enough for the number of people expected to use them and resist development that fails to adequately address transport impacts affecting communities and the existing transport network.
37. For the reasons outlined above, I conclude that in respect of Appeal B the proposed digital advertising panel would be harmful to the settings of the LB and the LLBs and hence to amenity and therefore would not accord with Policies D1, D2 and D4 of the Local Plan in as much as these require development to respect local context and character, preserve or enhance the historic environment and heritage assets and to avoid contributing to an unsightly proliferation of signage in the area and so are material in this case.
38. In respect of Appeal A, the kiosk would provide a number of services to members of the public, which I understand to be at no cost to end users, including local information provided by the Council and travel and emergency information. The proposal would replace a kiosk of unattractive appearance and make provision for its maintenance and upkeep. The proposal would also remove three other kiosks, thus reducing overall street clutter within the Borough. For each of the kiosks removed a payment would be received to enable the planting of a street tree within the Borough, which would provide wider environmental benefits.
39. The Framework supports the expansion of electronic communication networks which are essential to economic growth and social well-being. Notwithstanding that there are other facilities in the area that provide similar services, the proposal would provide some minor public benefit through increased competition. In addition, the kiosks inclusive design (including accessibility and shelter for the mobility impaired) weighs moderately in favour of the proposal. Whilst these are positive matters to weigh in the overall planning balance, they are not of sufficient magnitude to outweigh the less than substantial harm caused by the kiosk to the settings of the LB and LLBs.
40. In respect of Appeal B, the advertisement screen would provide local information provided by the Council and emergency information. The Framework supports the expansion of electronic communication networks which are essential to economic growth and social well-being. Whilst these are



positive matters to weigh in the overall planning balance, they are not of sufficient magnitude to outweigh the harm caused by the advertisement to the amenity of the area.

### **Other Matters**

41. I note that the main parties engaged in a prolonged process of pre-application discussions, however, such participation, though laudable, is not a guarantee of success. I further note that the appellants have expressed concerns that the Council has been inconsistent in their decision making process. That, however, is a matter between the appellants and the Council.
42. My attention has been drawn by both of the main parties to other appeal decisions in regard to telephone kiosks and advertisements in other local planning authorities. However I have little information before me to draw a comparison between these cases and the proposals before me, particularly in regard to the design of the proposed kiosk and advertisement screen in the context of their setting. In any case, I have determined these appeals on their individual merits and with regard to current planning legislation.

### **Conclusions – Appeals A & B**

43. For the above reasons I conclude that Appeal A and Appeal B should be dismissed.

*I Dyer*

Inspector



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## Appeal Decision

Site visit made on 26 July 2024

**by S Poole BA(Hons) DipArch MPhil MRTPI**

**an Inspector appointed by the Secretary of State**

**Decision date: 21 August 2024**

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### **Appeal A Ref: APP/X5210/W/24/3341451**

**Existing Phonebox, O/S 221 Camden High Street, Camden, London NW1 7HG**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 (as amended) against a refusal to grant planning permission.
  - The appeal is made by Mr Martin Stephens of JCDecaux UK Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref is 2023/2990/P.
  - The development proposed is the replacement of an existing telephone kiosk with an upgraded telephone kiosk
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### **Appeal B Ref: APP/X5210/Z/24/3341453**

**Existing Phonebox, O/S 221 Camden High Street, Camden, London NW1 7HG**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mr Martin Stephens of JCDecaux UK Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref is 2023/4643/A.
  - The advertisement proposed is the display of an LCD digital advertising screen attached to a replacement, upgraded telephone kiosk
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## Decisions

1. Appeals A and B are dismissed.

## Procedural Matters

2. The pair of appeals relate to the same overall proposal. They differ only in that appeal A is for planning permission and appeal B is for express advertisement consent. I have considered each part of the proposal on its individual merits. However, to avoid duplication I have dealt with the two parts of the proposal together, except where otherwise indicated.
3. In respect of appeal B the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require that applications for the display of advertisements are considered 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.
4. As descriptions of the proposals are not provided on the application forms I have used the descriptions given on the appeal forms in the banner headings above.

## **Main Issues**

5. The main issues for appeal A are:

(i) the effects of the proposal on the character and appearance of the street scene and the setting of the Camden Town Conservation Area;

(ii) whether the proposal would increase opportunities for crime and anti-social behaviour; and

(iii) the effects of the proposal on highway safety, with particular regard to pedestrian movement.

6. The main issues for appeal B are the effects of the proposal on the amenity of the area and on public safety.

## **Reasons**

### *Background*

7. The appeal site comprises an area of pavement occupied by a telephone kiosk that is situated in front of a row of shops close to the junction between Camden High Street and Inverness Street. It is within a relatively wide section of pavement close to the road with a tree and refuse bin to one side and a timber seating box on the other. The site is between Camden Underground Station and Camden Lock, which is a vibrant, busy shopping and tourist area, and it is a short distance outside the Camden Town Conservation Area.

8. The appeal proposal would comprise the removal of the existing redundant kiosk and its replacement by a new kiosk which would be similar in respect of its overall dimensions and layout. Unlike the existing kiosk, which includes a display area for printed advertisements on the side facing Inverness Street, the proposal would include a digital advertisement screen measuring about 1m wide by 1.86m in height, which would display static images.

9. Planning permission and advertisement consent were granted at appeal in 2022<sup>1</sup> for development described as the replacement of the current enclosed telephone kiosk with an open access Communication Hub. The advertisement consented in 2022 comprised an LCD portrait screen to be used to show static illuminated content. This scheme is similar to the appeal proposal in respect of the siting and nature of the advertisement but would be significantly smaller in respect of its footprint as it does not include a kiosk. I attach significant weight to my colleague's observations in respect of the 2022 appeal where relevant to the matters before me.

10. The existing kiosk was in a poor state of repair at the time of my visit and did not appear to be functioning either as a communications facility or for advertising purposes. The Council has advised that the kiosk was erected without planning approval and has become immune from enforcement action.

11. I am conscious that if this appeal is dismissed there is a possibility that the existing redundant kiosk could remain in place. However, I consider there to be a far greater likelihood that that scheme for an open access Communication Hub and digital advertisement screen would be implemented given the commercial advantages for the appellant of doing so. For this reason, the

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<sup>1</sup> appeal decisions APP/X5210/W/22/3290364 and APP/X5210/H/22/3290365

scheme granted planning permission and advertisement consent in 2022 represents a fall-back scenario to which I attribute significant weight.

#### *Character, Appearance and Amenity*

12. Whilst the appeal proposal would be similar in size and layout to the redundant kiosk it would replace, it would have a far larger footprint than the fall-back scheme and would feature a larger advertisement display. The combination of the size of the kiosk, and size and illuminance of the display panel, would result in an overall form of development that would be prominent in views looking along Camden High Street towards Camden Lock, particularly at night. In addition, it would lead to an over concentration of street furniture and visual clutter that would have an unacceptable effect on the street scene and the setting of the nearby CA.
13. Due to its siting, size and design the proposal that is the subject of appeal A would have an unacceptable effect on the character and appearance of the street scene. It therefore fails to comply with Policies D1 and D2 of the London Borough of Camden Local Plan (2017) (LP). Amongst other matters, the former seeks to secure high quality design that respects local context and character and integrates well with the surrounding streets, whilst the latter aims to resist development outside a conservation area that causes harm to the character or appearance of a conservation area.
14. I note my colleague's comments in respect of the illuminated digital advertising panel approved in 2022. However, the appeal proposal would include a wider and taller panel which would be more obtrusive and prominent in the street scene. Due to its siting, size, design and the nature of the illuminance the advertisement that is the subject of appeal B would have an unacceptable effect on amenity in the area.

#### *Crime and Anti-Social Behaviour*

15. The Metropolitan Police has advised that the appeal site forms part of one of the major hotspots in Camden Town for drug dealing and there are pre-existing issues with crime and antisocial behaviour. In particular, the Police advise that drug dealers use street furniture to conceal their activities from CCTV cameras.
16. The proposal for which planning permission is sought (appeal A) would create a more enclosed structure than the fall-back scheme and would therefore provide greater scope for anti-social behaviour and the concealment of street crime. Due to its siting and design it would therefore increase opportunities for crime and anti-social behaviour and consequently fails to accord with LP Policy C5, which promotes safer street and public places and the development of pedestrian friendly spaces.

#### *Highway Safety*

17. Camden High Street is a busy shopping and tourist location that experiences high levels of pedestrian activity particularly in the evenings and at weekends. The section of pavement that includes the appeal site is wide and includes a tree, refuse bin and wooden seating cubes within the portion of pavement closest to the road. The appeal proposal would be sited close to the road between the tree and the seating cube. It would therefore be outside the primary zone of pedestrian activity and would not result in any greater impediment to the flow of pedestrians than would result from the

implementation of the fall-back scheme. In addition, I note that there is a very wide pavement on the opposite side of the road.

18. The appeal site is close to the junction between Camden High Street and Inverness Street. The latter is a pedestrianised market street and therefore levels of vehicular traffic turning into the High Street from this road are low. In addition, as the High Street is one-way drivers exiting Inverness Street would be looking towards the station as opposed to the appeal site so would not be distracted or have critical sightlines impeded by the proposal.
19. I am therefore satisfied that the proposals that are the subject of appeals A and B would not have an unacceptable effect on public and highway safety. As such they accord with LP Policies G1, A1, C6 and T1, which together seek to ensure that development proposals are of a high quality, adequately address transport impacts, and are accessible.

### **Other Matters**

20. The Council's reasons for refusal refer to the absence of a legal agreement to secure the removal of the existing kiosks and a maintenance plan. As the appeals are being dismissed there is no need to consider this matter.

### **Conclusion**

21. For the reasons set out under the first and second main issues above, and having regard to all other matters raised, I conclude that appeals A and B should fail.

*S Poole*

INSPECTOR



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## Appeal Decisions

Site visit made on 6 October 2020

by **I A Dyer BSc (Eng) FCIHT**

an Inspector appointed by the Secretary of State

Decision date: 16 November 2020

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### **Appeal A Ref: APP/X5210/W/20/3253878**

#### **Proposed replacement Telephone Kiosk outside 216-217 Tottenham Court Road, London W1T 7PT**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
  - The appeal is made by Mr Richard Wilson and New World Payphones against the decision of the Council of the London Borough of Camden.
  - The application Ref 2019/4035/P, dated 7 August 2019, was refused by notice dated 7 April 2020.
  - The development proposed is proposed new telephone kiosk outside 216-217 Tottenham Court Road to replace the existing two kiosks located outside 204-208 Tottenham Court Road, which would be removed.
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### **Appeal B Ref: APP/X5210/Z/20/3253540**

#### **Proposed replacement Telephone Kiosk outside 216-217 Tottenham Court Road, London W1T 7PT**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mr Richard Wilson and New World Payphones against the decision of the Council of the London Borough of Camden.
  - The application Ref 2019/4928/A, dated 7 August 2019, was refused by notice dated 7 April 2020.
  - The advertisement proposed is illuminated digital advertisement display integrated within replacement telephone kiosk.
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## Decisions

### **Appeal A Ref: APP/X5210/W/20/3253878**

1. The appeal is dismissed.

### **Appeal B Ref: APP/X5210/Z/20/3253540**

2. The appeal is dismissed.

## Procedural Matters

3. The applications were submitted together on a single application form covering both planning permission and consent to display advertisements. As set out above there are two appeals on this site relating to different aspects of the same proposal. I have considered each proposal on its individual merits. However, to avoid duplication I have dealt with the two schemes together, except where otherwise indicated.

4. The Council has referred to development plan policies in respect of Appeal B. As advertisement proposals can only be considered on the basis of amenity and public safety considerations, I have taken into account relevant development plan policies so far as they relate to these issues, but in themselves they have not been determinative from the point of view of my overall conclusion on the advertisement appeal.
5. Subsequent to determination of the application the appellants have submitted a revised plan (Drawing No PY3338/030 -rev A) which reflects recent changes to the layout of the street. The layout depicted reflects that which I observed during my site visit and in determining this appeal I have considered the layout of the street as shown in the amended plan. The Council have had the opportunity to comment on the amended plan and I do not consider that either party would suffer prejudice by my so doing.

### **Main Issues**

6. Since submitting the appeal the Main Parties have entered into an Agreement made under Section 106 of the Town and Country Planning Act 1990, Section 111 of the Local Government Act 1972, Section 278 of the Highways Act 1980, Section 1 of the Localism Act 2011 and the New Roads and Streetworks Act 1991 (the Agreement). Through the Agreement, the proposal would remove two existing kiosks located outside 204-208 Tottenham Court Road. The Agreement would also make provision for a new street tree to be provided for each of the kiosks removed. Further provision is made for the cleaning and upkeep of the replacement kiosk to an agreed standard. The Agreement also makes provision for the Council to have access to the advertising panel and provide a wayfinding screen to display Council messages, including emergency messages. I have taken the Agreement into account as part of my consideration of both appeals and I am satisfied that it is both acceptable and necessary.
7. I consider that, through the Agreement, the Council's concerns relating to the fourth reason for refusal in the Decision Notice for to Appeal A are addressed.
8. The main issues in relation to Appeal A are, therefore, (i) whether the development would preserve or enhance the character or appearance of the Bloomsbury Conservation Area (the CA) and wider street scene, and (ii) the effect of the siting of the proposed development on pedestrian movement and public safety.
9. In relation to Appeal B, the control of advertisements is exercisable only with respect to amenity and public safety. The main issue is the effect of the proposed advertisement on amenity.

### **Reasons**

10. The site is located on the footway outside 216-217 Tottenham Court Road, a building of traditional design accommodating a shop on the ground floor. Tottenham Court Road is a wide street with commercial uses on both sides. The range of shops and services provided and the high-density office and residential accommodation in the area combine to result in Tottenham Court Road having the character of a busy urban street.
11. There is a wide footway between the building frontage and the vehicular carriageway in the vicinity of the site, with very limited street furniture, in the

form of a streetlight of contemporary design. There is also a street tree of moderate stature. Farther afield there is a pair of telephone kiosks and the footway has been modified to incorporate a delivery bay. Advertising on the commercial units includes some internally illuminated signage but is generally low key and incorporates static images.

12. The buildings exhibit a mix of architectural styles, including modern infill, generally with more modern shop fronts below. Overall the area has a pleasant sense of spaciousness despite its busy urban character, whilst the limited street furniture gives this frontage a particularly open, uncluttered feel. The aforementioned attributes add positively and distinctively to the character and appearance of the CA in the immediate vicinity of the site.
13. The Council, as part of their consideration of the application, requested usage figures for the kiosks that would be removed or replaced. Whilst this demonstrated a very low level of usage of kiosks in the vicinity of the appeal site, a degree of usage was nonetheless present, including that by persons accessing emergency and other support services. Further, the development would provide a type of structure that could be conveniently accessed by those with a mobility impairment and thus would meet a clear need for its users. The proposal would, therefore, address a degree of need in the area and the kiosks to be replaced are not, on the basis of the evidence before me, entirely redundant.
14. Paragraph 116 of the Framework makes it clear that decisions on applications for telecommunications equipment should be made on planning grounds and that decision-takers should not seek to “prevent competition between different operators... [or]... question the need for the telecommunications system”.
15. The appellants argue that the increased use of the mobile phone has resulted in a decrease in use of public telephone boxes, and that this usage is further reduced by the lack of inclusivity and anti-social behaviour issues associated with the design of their current kiosk. They cite an increase in usage of their kiosks following upgrade and I have no reason to dispute this.
16. The proposed development would result in a kiosk of L-shaped cross section and a roof being installed close to the footway edge, with the shorter side closest to the kerb and the longer side at right angles to the flow of traffic. It would have an advertising panel on the longer side.
17. There is dispute between the main parties regarding the need for the structure to be of the form and scale proposed. Notwithstanding that an alternative structure could physically incorporate the proposed telecommunications equipment, the design incorporates a roof and a side panel which would provide shelter from the elements for customers whilst retaining two open sides to allow access for those with a mobility impairment and improve natural surveillance. The degree of shelter that would be provided would be a reasonable balance against the need to provide accessibility. However, as a consequence of its height, width, dark colour, illuminated screen and separation from other street furniture of a similar scale, the proposed kiosk would be a prominent feature in the street scene.
18. This proposal is one of several in the wider area of Camden seeking to rationalise kiosk provision and reduce the number of kiosks overall. Whilst its simple, modern design incorporating elements referencing traditional kiosks



would not be discordant with the modern shop fronts against which it would be set, the introduction of the kiosk in this location would significantly affect the sense of openness and spaciousness of the frontage which I have identified above. In this context the reduction in openness and spaciousness would result in harm and would fail to preserve the character and appearance of the CA.

19. Further, the visual impact of the kiosk would be increased by the large illuminated advertising panel, which would be a dominating feature on the structure. The panel, close to the kerbline, would be a prominent standalone illuminated feature. The panel would be unrelated to the services provided by the adjacent commercial units and would appear prominent in views along the street both during the day and in hours of darkness.
20. The luminance level and rate of image transition could be controlled by condition and such forms of advertisement are becoming increasingly familiar on the street scene. Nevertheless, the appeal proposal would, as a result of the internal illumination associated with the panel, its position adjacent to the kerb and changing images, create an additional discordant feature within the street scene, adding visual clutter and hence would not preserve or enhance the character or appearance of the CA. To this extent significant harm would be caused to the character and appearance, and hence to the visual amenity of the area.
21. Even without displaying an advertisement, the illuminated screen would be a discordant feature within the street scene adding unnecessary visual clutter and hence would not preserve or enhance the character or appearance of the CA.
22. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that in making decisions on planning applications and appeals within a Conservation Area, special attention is paid to the desirability of preserving or enhancing the character and appearance of the area. In addition, Paragraph 193 of the Framework requires when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.
23. Whilst, within the wider area, there are other examples of illuminated advertisements mounted on street furniture near the kerbline, including digital advertisements, these are some distance from the appeal site or not located within the context of this particular street frontage.
24. No pedestrian count data has been provided by either party in support of their case. However, the proposal site lies on a busy commercial street where pedestrian volumes are forecast to increase following rail network improvements<sup>1</sup>. With the incidence of the Coronavirus, more emphasis is being put on encouraging pedestrian movement whilst maintaining safe social distancing, requiring additional useable pavement width.
25. With regard to the current layout of the street and footway width the replacement of the kiosk would result in a reduction in width of available footway. The proposal would be located close to, and in line with, an existing street tree. Whilst the kiosk would leave a clear width of footway in excess of recommended minimum width for high footfall locations contained within

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<sup>1</sup> Crossrail and High Speed 2 projects

- Appendix B of the Transport for London (TfL) guidance document entitled 'Pedestrian Comfort Guidance for London', the spacing between obstacles would be likely to result in pedestrians being forced to repeatedly give way or, in the alternative, step into the live carriageway with associated risk of accident.
26. The Metropolitan Police Crime Prevention Design Advisor has identified that, associated with their current low levels of use, telephone kiosks within the Borough have become crime generators and focal points for anti-social behaviour (ASB).
  27. It is possible that the structure could attract ASB such as urinating against or within the structure and vandalism/graffiti. The appellants' proposed maintenance regime would be likely to reduce the effects of such ASB. However, the form of the structure provides a degree of screening for such behaviour and would be likely to encourage it.
  28. Levels of illumination from the kiosk could be controlled through a suitable planning condition and I have little substantive evidence before me to demonstrate that the illumination from a kiosk in this location would have an adverse effect on CCTV coverage. However the substantial form of the kiosk, with screening panels would reduce natural surveillance and so use of the kiosk to screen illegal activities such as drug dealing and use could increase, notwithstanding the maintenance regime proposed. Bringing these matters together I find that the proposed kiosk would, overall, have a harmful effect on pedestrian movement and public safety.
  29. It is proposed to remove two kiosks further along the street. Their removal would have the benefit of fewer structures in their local streetscape, and I have no reason to object to their removal. Such de-cluttering of the streetscape is supported within the TfL Streetscape Guidance Fourth Edition -2019 Revision 1. These kiosks are positioned towards the centre of the footway and their removal would result in a modest benefit in aiding the flow of pedestrians along the footway. Therefore, I attach moderate weight to any potential benefits that could arise from this.
  30. The appellants identify that the inclusion of the advertisement panel is necessary to facilitate the proposed upgrading of their kiosk stock. However, there is little evidence before me to demonstrate that the inclusion of advertising in the form proposed is the only way of achieving this end and so I give this argument limited weight.
  31. Drawing these points together, I conclude that in respect of Appeal A the development would fail to preserve the character and appearance of the CA and wider street scene. The proposal would therefore not comply with the expectations of the Planning (Listed Buildings and Conservation Areas) Act 1990 and would also be contrary to Policies D1 and D2 of the Camden Local Plan -2017- (the Local Plan) in as much as these require development to respect local context and character and preserve or enhance the historic environment and heritage assets.
  32. The above identified harm would be less than substantial taking into account paragraph 196 of the Framework. The Framework directs that where a development proposal would lead to less than substantial harm, this harm

should be weighed against the public benefits of the proposal. I deal with this matter below.

33. Furthermore, the proposal would have a harmful effect on pedestrian movement and public safety and so it would be contrary to Policies G1, A1, C6, T1 and C5 of the Local Plan in as much as these, amongst other things, promote streets and public areas which are fully accessible, easy and safe to walk through and provide high quality footpaths and pavements that are wide enough for the number of people expected to use them, and resist development that fails to adequately address transport impacts affecting communities and the existing transport network.
34. For the reasons outlined above, I conclude that in respect of Appeal B the proposed digital advertising panel would be harmful to the CA and hence to amenity and therefore would not accord with Policies D1, D2 and D4 of the Local Plan in as much as these require development to respect local context and character, preserve or enhance the historic environment and heritage assets and to avoid contributing to an unsightly proliferation of signage in the area and so are material in this case.
35. In respect of Appeal A, the kiosk would provide a number of services to members of the public, which I understand to be at no cost to end users, including local information provided by the Council and travel and emergency information. The proposal would remove two other kiosks of unattractive appearance, thus reducing overall street clutter within the Borough and assisting pedestrian movement. The proposal would make provision for the maintenance and upkeep of the new kiosk. For each of the kiosks removed a payment would be received to enable the planting of a street tree within the Borough, which would provide wider environmental benefits.
36. The Framework supports the expansion of electronic communication networks which are essential to economic growth and social well-being. Notwithstanding that there are other facilities in the area that provide similar services, the proposal would provide some minor public benefit through increased competition. In addition, the kiosks inclusive design (including accessibility and shelter for the mobility impaired) weighs moderately in favour of the proposal. Whilst these are positive matters to weigh in the overall planning balance, they are not of sufficient magnitude to outweigh the less than substantial harm caused by the kiosk to the character and appearance of the CA.
37. In respect of Appeal B, the advertisement screen would provide local information provided by the Council and emergency information. The Framework supports the expansion of electronic communication networks which are essential to economic growth and social well-being. Whilst these are positive matters to weigh in the overall planning balance, they are not of sufficient magnitude to outweigh the harm caused by the advertisement to the amenity of the area.

### **Other Matters**

38. I note that the main parties engaged in a prolonged process of pre-application discussions, however, such participation, though laudable, is not a guarantee of success. I further note that the appellants have expressed concerns that the Council has been inconsistent in their decision making process. That, however, is a matter between the appellants and the Council.

39. My attention has been drawn by both of the main parties to other appeal decisions in regard to telephone kiosks and advertisements in other local planning authorities. However I have little information before me to draw a comparison between these cases and the proposals before me, particularly in regard to the design of the proposed kiosk and advertisement screen in the context of their setting. In any case, I have determined these appeals on their individual merits and with regard to current planning legislation.

**Conclusions – Appeals A & B**

40. For the above reasons I conclude that Appeal A and Appeal B should be dismissed.

*I Dyer*

INSPECTOR



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## Appeal Decisions

Site visit made on 11 October 2022

**by Colin Cresswell BSc (Hons) MA MBA MRTPI**

**an Inspector appointed by the Secretary of State for Communities and Local Government**

**Decision date: 2 November 2022**

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### **Appeal A- Ref: APP/X5210/W/22/3297273**

#### **Pavement o/s 39 Tottenham Court Road, Tottenham Court Road, London W1T 2AR**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
  - The appeal is made by Mr James Browne (BT Telecommunications Plc) against the decision of the Council of the London Borough of Camden.
  - The application Ref 2021/3912/P, dated 29 July 2021, was refused by notice dated 3 March 2022.
  - The development proposed is installation of 1no.new BT Street Hub, incorporating 75" LCD advert screens plus the removal of associated BT kiosk(s).
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### **Appeal B- Ref: APP/X5210/W/22/3297276**

#### **Pavement o/s 39 Tottenham Court Road, Tottenham Court Road, London W1T 2AR**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mr James Browne (BT Telecommunications Plc) against the decision of the Council of the London Borough of Camden.
  - The application Ref 2021/4354/A, dated 29 July 2021, was refused by notice dated 3 March 2022.
  - The advertisement proposed is installation of 1no. new BT Street Hub, incorporating 75" LCD advert screens plus the removal of associated BT kiosk(s).
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### **Decisions**

1. Appeal A is dismissed.
2. Appeal B is dismissed.

### **Procedural Matters**

3. I refer to the different cases as Appeal A and Appeal B. I have dealt with each appeal on its individual merits, but to avoid duplication both proposals are considered together in this decision.
4. Both appeals concern the same proposal for a kiosk. Appeal A seeks planning permission for the kiosk itself, whereas Appeal B seeks advertisement consent for the advertising display which would be attached to the kiosk.

## **Main Issues**

5. The main issues in Appeal A are:

- the effect on the proposal on the character and appearance of the area, including the setting of designated heritage assets.
- the effect of the proposal on pedestrian movement.
- the effect of the proposal on crime.

The main issues in Appeal B are:

- the effect of the proposal on visual amenity.
- the effect of the proposal on public safety.

## **Reasons**

### **Appeal A**

#### *Character and appearance*

6. This part of Tottenham Court Road is characterised by shops, offices and commercial premises and is a particularly busy area for traffic and pedestrians. Although the pavement is relatively wide and open at this point, it contains various items of street furniture which give it a somewhat cluttered appearance. Alongside rows of trees on the pavement, there are also a number of existing telephone boxes, metal street cabinets, litter bins and a cabin containing a mobile phone repair business.
7. Buildings in the area of a generally mixed appearance. The proposed kiosk would be situated outside a contemporary style glass fronted building with HSBC, Superdrug and Natwest occupying the ground floors. Other parts of the street are dominated by older style properties of high architectural merit. Indeed, the site is immediately adjacent to both the Charlotte Street and Bloomsbury Conservation Areas as well as being close to some listed buildings. This includes 19 Percy Street, a Grade II listed building which the kiosk would directly face on the corner of the street. However, due to the commercial nature of Tottenham Court Road and the relatively small size of the kiosk in the context of the wider street scene, it seems to me that the proposal would not harm the setting of any designated heritage assets. As such, there would be no conflict with Policy D2 of the Local Plan<sup>1</sup>, which aims to protect the qualities of listed buildings and Conservation Areas.
8. While the proposed kiosk would not interfere with the way in which the surrounding buildings are viewed, it would nevertheless be a very conspicuous feature on the pavement, appearing more as a large, flat panel rather than a traditional phone box. Not only would it be notably taller and wider than the existing kiosks, it would also present face-on to those walking along this part of the street. Its solid, angular profile combined with its height would make the kiosk appear far more conspicuous than the existing phone boxes despite its slim design and relatively small footprint.
9. That said, the proposal would involve the removal of existing BT kiosks which would help to reduce the overall quantity of street furniture on this part of the

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<sup>1</sup> Camden Local Plan 2017

- pavement. I am also conscious that the existing BT kiosks are dated and in a poor state of repair, with some being covered in graffiti and showing signs of physical damage. Refreshing the old kiosks with a more modern installation therefore has some potential to create a cleaner and more visually pleasing street scene than exists at present.
10. However, the Police say that the area is prone to criminal activity and the main reason why the existing BT kiosks are something of an eyesore is that they have been vandalised and poorly maintained. If the proposed new kiosk were to be vandalised or to fall into similar disrepair, it would become even more of an eyesore than the existing kiosks due to its increased height, width, and general prominence. Based on my own observations of the site and the written evidence, it seems highly likely that it would be prone to vandalism. I have considered the BT Product Statement, which indicates that the kiosk would be regularly cleaned and checked for damage. Although I have no reason to doubt that this is the current intention, circumstances can change over time and there is no legal mechanism in place to ensure that an appropriate maintenance plan is implemented in perpetuity.
  11. On this basis, I am unable to determine that the proposal would have a positive effect on the street scene in this location. Indeed, without a mechanism in place to ensure that the new kiosk is properly maintained, it is probable that it would fall into a similar level of disrepair as the existing kiosks. It would then become an unsightly feature which would significantly distract from the quality of the local street scene. This adds to my concerns about the visual prominence of the structure. In reaching this decision, I am mindful that the proposed kiosk would become a permanent feature in a particularly busy part of Tottenham Court Road where it would be highly visible.
  12. I therefore conclude that the proposal would have a harmful effect on the character and appearance of the area. There would be conflict with Policies G1 and D1 of the Local Plan, which aim to maintain high standards of design. The proposal would also conflict with the objective in Part 3 of the Fitzrovia Area Action Plan<sup>2</sup> to enhance the interaction between streets and the ground floors of buildings by removing visual clutter and encouraging high quality design. Although the proposal would help to reduce visual clutter by removing the existing BT kiosks and replacing them with a single unit, it would not maintain high standards of design for the reasons set out above.

#### *Pedestrian movement*

13. The proposed kiosk would inevitably obstruct some lines of sight along the pavement due to its height, width, and lack of visual permeability. However, the pavement is relatively wide at this point and, in practice, pedestrians would be able to see adequately in either direction with plenty of room to manoeuvre. While the kiosk would be near a pedestrian crossing, it would be seen in its relatively slim side-profile from here and so would be unlikely to distract those crossing the road or otherwise cause a significant obstruction. Furthermore, the removal of the existing BT kiosks would result in a net reduction of street furniture, enabling a more open pavement overall.
14. This leads me to conclude that the proposal would have an acceptable effect on pedestrian movement. There would be no conflict with Policy T1 of the Local

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<sup>2</sup> Fitzrovia Area Action Plan, adopted March 2014

Plan which, amongst other things, aims to promote walking. Nor would there be any conflict with Policy C6 which promotes accessible development.

### *Crime*

15. I understand that there are incidents of street crime and anti-social behaviour in this area and have considered the comments raised by the Police with regard to this matter. However, based on the evidence provided, I am not convinced that the proposed kiosk is likely to worsen the situation. Although it would be possible for people to loiter around the new kiosk or hide behind it, this is also the case with the existing BT kiosks. The existing kiosks are not fully transparent as they have a solid panel on the back and much of the glass is obscured by advertising panels. In fact, it seems to me that the removal of the existing BT kiosks would give fewer opportunities for people to hide as they cover a greater area of the pavement than the proposed kiosk would. While the new kiosk would not be enclosed, I saw on my visit that some of the existing kiosks lack doors and so are at least partially open to the pavement. Hence it seems unlikely that the proposal would increase opportunities for bag snatching or other crime over and above the existing situation.
16. I therefore conclude that the proposal would have an acceptable effect on crime. There would be no conflict with Policy C5 of the Local Plan which promotes safer streets and public areas.

### *Other matters*

17. Apart from a public telephone, the proposed new kiosk would incorporate other features including device charging, public Wi-Fi and wayfinding. However, relatively little information has been provided to indicate the need for such facilities in this specific location. In the absence of such evidence, I am unable to determine that these benefits would clearly outweigh the harm to character and appearance that I have identified above.
18. My attention has been drawn to a number of planning appeals concerning kiosks in other locations. While I appreciate the similarities between those appeals and the current case in terms of kiosk design, there are nonetheless marked differences between the characteristics of each individual site and proposal. As such, these appeals do not establish a particularly convincing precedent for the current case.

## **Appeal B**

### *Visual amenity*

19. Although the Council has quoted various development plan policies in its reasons for refusal in Appeal B, the Regulations<sup>3</sup> limit my considerations to issues of public safety and amenity. Nonetheless, it seems to me that many of the planning concerns which were relevant in Appeal A (for the kiosk) are equally relevant in Appeal B (for the advertising).
20. The proposed advertising display would be broadly compatible with the commercial nature of street frontage in this location and the illuminated shop fronts. However, it would be a very prominent feature on the pavement due to its size and positioning. For similar reasons to those already covered under

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<sup>3</sup> Town and Country Planning (Control of Advertisements) (England) Regulations 2007



Appeal A, the display would be unsightly as it would be highly vulnerable to being vandalised or falling into long-term disrepair. I therefore conclude on this issue that the proposal would harm visual amenity.

### *Public Safety*

21. The proposed advertising display would be visible to drivers approaching the pedestrian crossing. However, I do not consider that it would compromise highway safety. There is already a prevalence of shopfront advertising and illuminated signage here and so drivers are unlikely to pay undue attention to an additional advertising display. Planning conditions could also be imposed to control brightness and the frequency at which different adverts are displayed. This would further reduce the chances of distraction. The proposal would have little impact on those crossing the road as the display would be seen from a side-on perspective and so would not be fully visible. I therefore conclude that the proposal would have an acceptable effect on public safety.

### **Conclusion**

#### **Appeal A**

22. The proposal would have an acceptable effect on pedestrian movement and crime. However, this does not outweigh the harm to character and appearance that has been identified. The appeal is therefore dismissed.

#### **Appeal B**

23. The proposal would be acceptable in terms of public safety but this does not outweigh the harmful effect it would have on visual amenity. The appeal is therefore dismissed.

*C Cresswell*

INSPECTOR



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## Appeal Decisions

Site visits made on 24 March 2020

by **P W Clark MA(Oxon) MA(TRP) MRTPI MCMi**

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 27 March 2020

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### **Appeal A Ref: APP/X5210/W/19/3231407**

#### **Public highway, 241 Camden High Street, London NW1 7BU**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under Article 3(1) and Schedule 2, Part 16, Class A of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
  - The appeal is made by Maximus Networks Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2018/5550/P, dated 6 November 2018, was refused by notice dated 19 December 2018.
  - The development proposed is installation of 1 x telephone kiosk on the pavement.
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### **Appeal B Ref: APP/X5210/W/19/3231440**

#### **Public highway, adj 1 Haverstock Hill, London NW3 2BP**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under Article 3(1) and Schedule 2, Part 16, Class A of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
  - The appeal is made by Maximus Networks Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2018/5563/P, dated 6 November 2018, was refused by notice dated 20 December 2018.
  - The development proposed is a public call box.
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### **Appeal C Ref: APP/X5210/W/19/3231475**

#### **Public highway, adj 24 Haverstock Hill, London NW3 2BQ**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under Article 3(1) and Schedule 2, Part 16, Class A of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
  - The appeal is made by Maximus Networks Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2018/5554/P, dated 6 November 2018, was refused by notice dated 20 December 2018.
  - The development proposed is a public call box.
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### **Appeal D Ref: APP/X5210/W/19/3231479**

#### **Public highway, 88 Avenue Road, London NW3 3HA**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under Article 3(1) and Schedule 2, Part 16, Class A of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
- The appeal is made by Maximus Networks Ltd against the decision of the Council of the

London Borough of Camden.

- The application Ref 2018/5539/P, dated 6 November 2018, was refused by notice dated 20 December 2018.
  - The development proposed is a public call box.
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### **Appeal E Ref: APP/X5210/W/19/3225170**

#### **Public highway, 27-28 Chalk Farm Road, London NW1 8AG**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under Article 3(1) and Schedule 2, Part 16, Class A of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
  - The appeal is made by Maximus Networks Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2018/3828/P, dated 6 August 2018, was refused by notice dated 25 September 2018.
  - The development proposed is a public call box.
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### **Decisions**

1. All five appeals are dismissed.

### **Procedural matter**

2. All five applications were made before 25 May 2019 when the Town and Country Planning (Permitted Development, Advertisement and Compensation Amendments) (England) Regulations came into force. These regulations amended the Town and Country Planning (General Permitted Development)(England) Order 2015 (the GPDO) so as to remove permission for the installation, alteration or replacement of a public call box by, or on behalf of, an electronic communications code operator but with transitional arrangements for cases already in hand. Thus, these five appeals are treated as if the changes to the GPDO had not been made.

### **Main Issues**

3. All five appeals were refused prior approval on similar grounds; of character and appearance, highway safety, anti-social behaviour and convenience to wheelchair users. In addition, refusals of appeals A and E make reference to effects on nearby Conservation Areas and refusals of appeals B and D make reference to the setting of listed buildings. However, under the terms of the GPDO, only the siting and appearance of the apparatus can be taken into consideration.
4. Not a reason for refusal in any of the five cases but adduced in the Council's appeal statements in all five appeals is a questioning of the eligibility of all five proposals for consideration under the terms of the GPDO, with reference to the New World Payphones judgment of February 2019; [2019] EWHC 176 (Admin). That judgment held that a development which is partly for the purpose of an operator's network, and partly for some other purpose, is not development "for the purpose" of the operator's network, precisely because it is for something else as well.
5. For the above reasons, the issues in all five of these appeals are whether or not the proposal in each appeal is solely for the purpose of the operator's electronic communications network and, if so, the effects of the siting and appearance of

each proposal on the character and appearance of the area, highway safety, anti-social behaviour and convenience to wheelchair users. In the case of appeals A, B, D and E there is also the issue of the effect of the siting and appearance of each proposal on the significance of a nearby designated heritage asset to take into account.

## **Reasons**

### *Purpose*

6. All five appeals are accompanied by a Counsel's opinion. This draws on a written description of the design of the "Max 2" call box. The opinion asserts that none of the Maximus appeal cases include any advertising features and that the proposed development includes no elements that are there for the purpose of advertising.
7. It is correct that the written description of the design of the "Max 2" call boxes appended to the Counsel's opinion in each appeal case contains nothing which can be identified as included for the purpose of advertising. But, each of the five proposals before me includes drawings of the kiosks. One of the drawings in each appeal is a three-dimensional illustration of the proposal which shows an advertising display on one side of the unit (in the illustrations, these advertise the qualities of the Max 2 kiosk itself).
8. Each appeal has a second drawing. Although in all five cases they are given the drawing number MAX 2 ASSEMBLY Rev C, they are not identical in each case. Those for appeals A, B, C and D are dated 06.09.2018 and show on one side of the unit (in the place where an advertising display is indicated on the previous three-dimensional drawing) a visual area 1100mm x 1700mm and labelled "non-illuminated display panel". The drawing for appeal E is dated 18.07.2018 and does not have the notation "non-illuminated display panel" but is still shown to have an identical visual area 1100mm x 1700mm.
9. I therefore conclude that the visual area which is included as an element of each proposal in all five cases before me is an element included for the purposes of a non-illuminated display of what would amount to an advertisement as defined in the Act. The drawings before me therefore indicate elements included for the purposes of advertising. It follows that the proposals in all five appeal cases are partly for the purpose of an operator's network, and partly for some other purpose. Consequently, the proposal in each appeal is not development "for the purpose" of the operator's network, precisely because it is for something else as well. None of the proposals in each appeal should have been entertained as a prior notification application.
10. But they were entertained, registered as such and a decision was issued in each case. Those decisions are now the subject of appeals which are before me and so I give my conclusions on the issues they raise even though such consideration cannot override my findings that each appeal relates to a proposal which does not fall within the purview of permitted development.

### *Appeal A – 241 Camden High Street*

11. This proposal would be sited a few yards outside the boundary of the Camden Town Conservation Area. But the essential character of the Conservation Area is that of a commercially vibrant town centre where the siting and appearance

of a telephone kiosk would not be out of place. The immediate surroundings of the location comprise late Georgian or early Victorian flat fronted terraces, some painted in a variety of colours. There are modern shopfronts at ground floor level, against which the modern appearance of the proposal would not be out of place. Commercial advertising banners hang from lamp posts. At upper floor levels, three-dimensional sculptural adverts are mounted on the buildings. Neither the siting nor appearance of the proposal would cause any harm to the character or appearance of this locality, or to the significance of the nearby conservation area and would be consistent with Camden Local Plan policies D1 and D2 seeking a high quality of design, respecting local quality and character, integrating well with its surroundings and preserving the character of the nearby conservation area.

12. Although not evident on the day of my site visit, I am aware that crowds throng Camden High Street at the various times indicated in the Council's officer report and that a wide, clear, area of pavement is necessary to cope safely with the numbers of people. But the proposal would be sited on an area of pavement exceptionally widened to prevent parking and loading at a road junction. To either side of the junction, north and south, granite setts denote loading bays. When in use, these would obstruct pedestrian flow along the street far more than the telephone kiosk proposed. Moreover, the widened section of pavement is already provided with 1m square seating boxes and litter bins which provide obstructions to pedestrian flow. It is clear to me that the siting of the proposal has been chosen to take advantage of a section of paving which is intended for stationary pedestrian activities and is therefore appropriate. In this regard, its siting would comply with Local Plan policy T1 which, amongst other matters, seeks to ensure that pavements are wide enough for the number of people expected to use them.
13. I accept the comments of the police that the siting of this proposal, at right angles to the movement of people along the street rather than parallel to the kerb, together with its sizeable appearance, would provide opportunities for criminals to approach users of the kiosk unseen and so would present a risk to personal security. I also accept that the appearance of the kiosk does not appear to comply fully with British Standard 8300 for design of an accessible and inclusive built environment, referenced by the Council. In these respects the siting and appearance of the proposal would not comply with aspects of Local plan policies T1 requiring a safe pedestrian environment, C5 aiming to make Camden a safer place and C6 seeking to remove the barriers that prevent everyone from accessing facilities and opportunities. I conclude that, even if this proposal had fallen within the terms of the GPDO, I would have dismissed the appeal in any event because its siting and appearance would have been unacceptable in relation to those considerations.

*Appeal B – 1 Haverstock Hill*

14. Although this proposal is for a different type of phone box and so its appearance would be different, its siting would be identical to that previously considered in appeal reference APP/X5210/W/18/3211259, dismissed on 28 August 2019. Although the appearance of the proposal would be less bulky than the proposal considered in that appeal, I share the view expressed therein that the proposal would detract from and to some extent be incongruous with the tiled flank wall of the listed Underground station against which the proposal

would be seen. Although the Underground station does have commercial elements within and adjacent to it, these are concentrated on its Adelaide Road frontage. By contrast, the character of its frontage and that of adjoining properties on Haverstock Hill is one lacking commercial or otherwise active frontage. Consequently, both the siting and appearance of the proposal, involving a display panel, would be inconsistent with Camden Local Plan policy D1 seeking a high quality of design, respecting local quality and character, integrating well with its surroundings.

15. Moreover, the proposal would be sited on a part of the pavement which is narrowing as the kerb line recedes to form a bus stop layby. Although the parties disagree about the precise dimensions of the pavement, which would vary according to precisely where the measurement is taken, even the appellant's own submitted information shows that the effective width of the pavement would be reduced from 3.7m to 1.8m. This would be less than that commonly accepted as adequate for any location, let alone that where the evidence suggests a sizeable pedestrian flow from the Underground station and from the nearby secondary school at certain times of day. I therefore conclude that the siting of the proposal would not comply with Local Plan policy T1 which, amongst other matters, seeks to ensure that pavements are wide enough for the number of people expected to use them.
16. As with appeal A, the proposal would be sited at right angles to the pavement rather than aligned with the kerb which, together with its sizeable appearance, would provide opportunities for criminals to approach users of the kiosk unseen and so would present a risk to personal security. Its appearance does not comply fully with British Standard 8300 for design of an accessible and inclusive built environment, referenced by the Council. In these respects the siting and appearance of the proposal would not comply with aspects of Local plan policies T1 requiring a safe pedestrian environment, C5 aiming to make Camden a safer place and C6 seeking to remove the barriers that prevent everyone from accessing facilities and opportunities.
17. I conclude that, even if this proposal had fallen within the terms of the GPDO, I would have dismissed the appeal in any event because its siting and appearance would have been unacceptable in relation to the considerations set out above.

*Appeal C – 24 Haverstock Hill*

18. Although this proposal is for a different type of phone box and so its appearance would be different, its siting would be identical to that previously considered in appeal reference APP/X5210/W/18/3211264, allowed on 28 August 2019. That appeal concluded that the proposal then being considered did not clearly facilitate a dual purpose. It appeared as being solely for the purpose of the operator's electronic communications network. By contrast, the proposal before me clearly includes a display panel.
19. This location shares with appeal B a location which is one generally lacking a commercial or active frontage and so, notwithstanding the conclusion reached in appeal APP/X5210/W/18/3211264 that that proposed call box would not materially affect the quality of the street scene, my conclusion is that the siting of a call box here, involving a display panel, would be inconsistent with the generally non-commercial character of the site and so would be contrary to

Camden Local Plan policy D1 seeking a high quality of design, respecting local quality and character, integrating well with its surroundings.

20. On the other hand, although the parties dispute the width of pavement which would be left unobstructed by the proposal, I have no reason to disagree with the previous appeal assessment that the residual free area would be adequate to cope with the flow of pedestrians. I therefore conclude that, in this respect, the siting of the proposal would comply with Local Plan policy T1 which, amongst other matters, seeks to ensure that pavements are wide enough for the number of people expected to use them.
21. As with appeal A, the proposal would be sited at right angles to the pavement rather than aligned with the kerb which, together with its sizeable appearance, would provide opportunities for criminals to approach users of the kiosk unseen and so would present a risk to personal security. Its appearance does not comply fully with British Standard 8300 for design of an accessible and inclusive built environment, referenced by the Council. In these respects the siting and appearance of the proposal would not comply with aspects of Local plan policies T1 requiring a safe pedestrian environment, C5 aiming to make Camden a safer place and C6 seeking to remove the barriers that prevent everyone from accessing facilities and opportunities.
22. I conclude that, even if this proposal had fallen within the terms of the GPDO, I would have dismissed the appeal in any event because its siting and appearance would have been unacceptable in relation to the considerations set out above.

*Appeal D – 88 Avenue Road*

23. The character of this location is set by the wide (five-lane and bus lay-by) width of Avenue Road, the simple, extensive form and monotonous façade treatment of the Grade II listed Swiss Cottage Library behind the appeal site and the seven storey bulk of Regency Lodge and the rear of the Odeon Cinema opposite. Although the large scale of the space and its civic character is somewhat tarnished by the commercial signage associated with the car park in the base of Regency Lodge, the space could easily absorb a substantial piece of street furniture such as the proposed kiosk without harm to its character.
24. However, the impressive regiment of concrete fins which articulates the façade of the listed building sits upon a recessed podium within a setting of hedging and street trees. This setting is already compromised by the bus stop, bus shelter and advertisement hoarding standing in front of one of the entrances to the building. These give a clear indication of how the setting of the listed building would be further harmed by the siting of the phone kiosk including a display panel in front of the listed building, notwithstanding the clean modern lines of the kiosk otherwise complementing the modernity of the listed building. I therefore conclude that the siting of the kiosk would harm the setting of the listed building and hence the character of the area and would be contrary to Camden Local Plan policies D1 and D2 seeking a high quality of design, respecting local quality and character, integrating well with its surroundings and preserving the setting of designated heritage assets.
25. Commentary from the police asserts that this footway has a high pedestrian footfall. I daresay that might be true of the part of the street to the north,

between the Library and bus stop and the tube station and shopping centre but I am not convinced that it would hold true of the footway where the proposal is to be sited. In any event, immediately to the north, the footway is considerably narrowed by a bus layby and shelter to a far greater degree than would occur as a result of the siting of the phone kiosk proposed. The width of the footway left clear by the proposal would be adequate for even the highest footfall. I therefore conclude that, in this respect, the siting of the proposal would comply with Local Plan policy T1 which, amongst other matters, seeks to ensure that pavements are wide enough for the number of people expected to use them.

26. As with appeal A, the proposal would be sited at right angles to the pavement rather than aligned with the kerb which, together with its sizeable appearance, would provide opportunities for criminals to approach users of the kiosk unseen and so would present a risk to personal security. Its appearance does not comply fully with British Standard 8300 for design of an accessible and inclusive built environment, referenced by the Council. In these respects the siting and appearance of the proposal would not comply with aspects of Local plan policies T1 requiring a safe pedestrian environment, C5 aiming to make Camden a safer place and C6 seeking to remove the barriers that prevent everyone from accessing facilities and opportunities.
27. I conclude that, even if this proposal had fallen within the terms of the GPDO, I would have dismissed the appeal in any event because its siting and appearance would have been unacceptable in relation to the considerations set out above.

*Appeal E – 27/28 Chalk Farm Road*

28. Although this proposal is for a different type of phone box and so its appearance would be different, its siting would be identical to that previously considered in appeal reference APP/X5210/W/18/3211264, allowed on 19 December 2018. That appeal did not consider whether the proposal then in contention facilitated a dual purpose or not. Its accompanying drawings gave no indication of an advertisement display. It was treated as being solely for the purpose of the operator's electronic communications network. By contrast, the proposal before me clearly includes a display panel.
29. This proposal would be sited a few yards outside the boundary of the Regent's Canal Conservation Area which occupies a narrow strip of land opposite the site. But the essential character of the Conservation Area is that it concerns development associated with the canal and related railway. It turns its back on Chalk Farm Road itself. The immediate surroundings of the location comprise early Victorian flat fronted terraces with commercial frontages. There are modern shopfronts at ground floor level, against which the modern appearance of the proposal would not be out of place.
30. Neither the siting nor appearance of the proposal would cause any harm to the character or appearance of this locality, or to the significance of the nearby conservation area and would be consistent with Camden Local Plan policies D1 and D2 seeking a high quality of design, respecting local quality and character, integrating well with its surroundings and preserving the character of the nearby conservation area.



31. Although not evident on the day of my site visit, I am aware that crowds throng Chalk Farm Road at various times and that a wide, clear, area of pavement is necessary to cope safely with the numbers of people. But the proposal would be sited on an area of pavement exceptionally widened to prevent parking and loading at a road junction. To either side of the junction, north and south, granite setts denote loading bays. When in use, these would obstruct pedestrian flow along the street far more than the telephone kiosk proposed. Moreover, the widened section of pavement is already provided with 1m square seating boxes and litter bins which provide obstructions to pedestrian flow. It is clear to me that the siting of the proposal has been chosen to take advantage of a section of paving which is intended for stationary pedestrian activities and is therefore appropriate. Its siting would comply with Local Plan policy T1 which, amongst other matters, seeks to ensure that pavements are wide enough for the number of people expected to use them.
32. I accept the comments of the police that the siting of this proposal, at right angles to the movement of people along the street rather than parallel to the kerb, together with its sizeable appearance, would provide opportunities for criminals to approach users of the kiosk unseen and so would present a risk to personal security. I also accept that the appearance of the kiosk does not appear to comply fully with British Standard 8300 for design of an accessible and inclusive built environment, referenced by the Council. In these respects the siting and appearance of the proposal would not comply with aspects of Local plan policies T1 requiring a safe pedestrian environment, C5 aiming to make Camden a safer place and C6 seeking to remove the barriers that prevent everyone from accessing facilities and opportunities. I conclude that, even if this proposal had fallen within the terms of the GPDO, I would have dismissed the appeal in any event because its siting and appearance would have been unacceptable in relation to those considerations.

*P. W. Clark*

Inspector



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## Appeal Decisions

Site visit made on 10 May 2018

by **C L Humphrey BA (Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 22<sup>nd</sup> May 2018

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### **Appeal A - Ref: APP/H5390/W/17/3192440** **Outside 442 Uxbridge Road, London W12 0NS**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
  - The appeal is made by Mr Matthew Coe (New World Payphones) against the decision of the Council of the London Borough of Hammersmith & Fulham.
  - The application Ref 2017/00970/TEL56, dated 9 March 2017, was refused by notice dated 28 June 2017.
  - The development proposed is 'Replacement Telephone Kiosk.'
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### **Appeal B - Ref: APP/H5390/Z/17/3192478** **Outside 442 Uxbridge Road, London W12 0NS**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mr Matthew Coe (New World Payphones) against the decision of the Council of the London Borough of Hammersmith & Fulham.
  - The application Ref 2017/00971/ADV, dated 9 March 2017, was refused by notice dated 11 December 2017.
  - The advertisement proposed is 'Internally illuminated digital panel as integral part of Telephone Kiosk.'
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## Decisions

### *Appeal A*

1. The appeal is allowed and approval is granted under the provisions of Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) for the siting and appearance of a replacement telephone kiosk at land outside 442 Uxbridge Road, London W12 0NS in accordance with the terms of the application Ref 2017/00970/TEL56, dated 9 March 2017, and the plans and documents submitted with it.

### *Appeal B*

2. The appeal is dismissed.

## Preliminary Matters

3. Policies from the Core Strategy, Development Management Local Plan and Planning Guidance Supplementary Planning Document set out in the Council's decision notices have now been replaced by policies from the Local Plan (LP)

and Planning Guidance Supplementary Planning Document (SPD), which were adopted in February 2018 after the appeals were submitted. The design, heritage conservation and enhancement and amenity protection aims of both sets of policies are similar so neither party has been prejudiced by this change in policy circumstances.

4. Although not determinative in the case of either appeal, I have had regard to these policies as a material consideration insofar as they are relevant to the appeal proposals.

### **Main Issues**

5. The main issue in Appeal A is the effect of the siting and appearance of the proposed telephone kiosk upon the character and appearance of the area.
6. The main issues in Appeal B are the effect of the proposed advertisement upon amenity and public safety.

### **Reasons**

#### *Appeal A*

7. The appeal proposal would replace an existing kiosk and would be sited in the same position, close to the outside edge of the footway. It would be an open sided structure with a similar height and footprint to the existing kiosk, and the black finish would reflect the predominantly dark coloured street furniture in the surrounding area. Accordingly the proposal would not add to clutter and would be no more visually prominent than the existing kiosk, assimilating well into the street scene.
8. The Council's delegated report refers to appeals relating to telephone kiosks on Goldhawk Road and Lillie Road. However, I have not been provided with details of these other cases and so cannot draw comparisons with the appeal proposal. Besides, I must determine the appeal on its own merits and have done so.
9. For the reasons set out above I conclude that the siting and appearance of the proposed telephone kiosk would not have a harmful effect upon the character and appearance of the area. Therefore, the appeal proposal would accord with the design aims of Policy 6.10B of the London Plan and LP Policies DC1, DC2 and DC10.

#### *Appeal B*

10. The Planning Practice Guidance<sup>1</sup> states that, in assessing amenity, regard should be had to the local characteristics of the neighbourhood. This part of Uxbridge Road comprises a wide range of retail and other commercial uses with associated advertisements, some of which are illuminated. However, these are generally fascia signs on the ground floor units, whilst roadside adverts in the vicinity are confined to posters within bus shelters and some telephone kiosks.
11. The proposed advertisement would be incorporated in a modest freestanding structure in a prominent roadside location facing west down a long and straight stretch of Uxbridge Road. It would therefore be highly visible in long-range views along the street. The display of a sequential series of static digital images would be conspicuous and eye-catching and would not integrate successfully

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<sup>1</sup> Paragraph: 079 Reference ID: 18b-079-20140306

into the street scene. As a result, while the luminance level and rate of image transition could be controlled by condition, the appeal proposal would nevertheless create an isolated and discordant feature.

12. The appellant has referred to a number of existing and consented adverts in the surrounding area. However, based on the evidence before me and my observations on site, there are no digital adverts in situ or with extant consent on the same side of the road in the immediate vicinity of the appeal site, and it is within this context that I have considered the appeal proposal. Whilst I note the Inspectors' findings in respect of the digital nature of advertisement displays in a number of other appeals<sup>2</sup>, I do not have full details of these cases and so am not able to make comparisons with the appeal proposal. In any event, I must determine the appeal on its own merits and have done so.
13. Whilst not a reason for refusal, I note that the Council's Highways officer objected to the proposal and that the delegated report states 'the introduction of an LED screen at this point could result in an increase in driver distraction and accordingly be a risk to pedestrian safety.' Given the horizontal and vertical alignment of this section of Uxbridge Road, east-bound drivers would be afforded ample advanced sight of the advertisement so the proposed display would not present a distraction for drivers taking reasonable care. I therefore conclude that the proposed advertisement would not have a harmful effect upon public safety. However, an absence of harm in this regard is a neutral matter which does not weigh for or against the proposal.
14. For the reasons set out above, I conclude that the proposed advertisement would have a harmful effect upon amenity. Consequently, the proposal would fail to accord with the amenity protection aims of LP Policy DC9.

### **Conditions**

15. In respect of Appeal A, the Council has suggested the imposition of conditions including removal of the existing kiosk, a time limit on the commencement of development, compliance with approved details and removal of the proposed telephone kiosk when it is no longer required for telecommunications purposes. However, the existing kiosk would have to be removed to make way for the replacement kiosk and the other matters are covered by standard conditions set out in Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended). I do not consider that it is necessary to add to these standard conditions.
16. The Council has also suggested the imposition of a condition preventing the glazed panels in the kiosk being used for the display of advertisements. However, the issues under consideration in respect of Appeal A are the siting and appearance of the kiosk itself rather than of any advertising material. As such I do not consider it would be reasonable in this case to impose a condition which would add to the conditions and limitations set out in Schedule 3, Part 1, Class 16 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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<sup>2</sup> lead case APP/R5510/Z/16/3157043, APP/V5570/Z/17/3169006 and APP/V5570/Z/17/3167080

## **Conclusions**

17. For the reasons set out above and having regard to all other matters raised, I conclude that Appeal A should be allowed and Appeal B should be dismissed.

*CL Humphrey*

INSPECTOR



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## Appeal Decisions

Site visit made on 10 May 2018

**by C L Humphrey BA (Hons) DipTP MRTPI**

**an Inspector appointed by the Secretary of State**

**Decision date: 22<sup>nd</sup> May 2018**

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### **Appeal A - Ref: APP/H5390/W/17/3192437 Outside 156 Uxbridge Road, London W12 8AA**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
  - The appeal is made by Mr Matthew Coe (New World Payphones) against the decision of the Council of the London Borough of Hammersmith & Fulham.
  - The application 2017/00966/TEL56, dated 9 March 2017, was refused by notice dated 28 June 2017.
  - The development proposed is 'Replacement Telephone Kiosk.'
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### **Appeal B - Ref: APP/H5390/Z/17/3192472 Outside 156 Uxbridge Road, London W12 8AA**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mr Matthew Coe (New World Payphones) against the decision of the Council of the London Borough of Hammersmith & Fulham.
  - The application Ref 2017/00967/ADV, dated 9 March 2017, was refused by notice dated 11 December 2017.
  - The advertisement proposed is 'Internally illuminated digital panel as integral part of Telephone Kiosk.'
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## Decisions

### *Appeal A*

1. The appeal is allowed and approval is granted under the provisions of Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) for the siting and appearance of a replacement telephone kiosk at land outside 156 Uxbridge Road, London W12 8AA in accordance with the terms of the application Ref 2017/00966/TEL56, dated 9 March 2017, and the plans and documents submitted with it.

### *Appeal B*

2. The appeal is dismissed.

## Preliminary Matters

3. Policies from the Core Strategy, Development Management Local Plan and Planning Guidance Supplementary Planning Document set out in the Council's decision notices have now been replaced by policies from the Local Plan (LP)

and Planning Guidance Supplementary Planning Document (SPD), which were adopted in February 2018 after the appeals were submitted. The design, heritage conservation and enhancement and amenity protection aims of both sets of policies are similar so neither party has been prejudiced by this change in policy circumstances. Although not determinative in the case of either appeal, I have had regard to these policies as a material consideration insofar as they are relevant to the appeal proposals.

### **Main Issues**

4. The appeal site is an area of footway on the north side of Uxbridge Road within Shepherds Bush Conservation Area (CA), which is characterised by the mixture of employment, shopping, leisure and residential development focussed around Shepherds Bush Common.
5. In the case of Appeal A the main issue is whether the siting and appearance of the proposed telephone kiosk would preserve or enhance the character or appearance of the CA and its effect upon the significance of the adjacent non-designated heritage assets at 156-162 Uxbridge Road.
6. The main issue in Appeal B is the effect of the proposed advertisement upon amenity, with particular regard to the character and appearance of the CA and the significance of the adjacent non-designated heritage assets located at 156-162 Uxbridge Road.

### **Reasons**

#### *Appeal A*

7. The appeal proposal would replace an existing kiosk and would be sited in the same position, close to the outside edge of the footway. It would be open sided with a similar height and footprint as the existing structure, and the black finish would reflect the predominantly dark coloured street furniture in the area. As a result the proposal would not add to clutter and would be no more visually prominent than the existing kiosk, integrating well into the street scene.
8. The Council's delegated report refers to appeals relating to telephone kiosks on Goldhawk Road and Lillie Road. However, I have not been provided with details of these other cases and so cannot draw comparisons with the appeal proposal. Besides, I must determine the appeal on its own merits and have done so.
9. For the reasons set out above I conclude that the siting and appearance of the proposed telephone kiosk would preserve the character and appearance of the CA and that it would not have a harmful effect upon the significance of the adjacent non-designated heritage assets at 156-162 Uxbridge Road. Therefore, the appeal proposal would accord with the design and heritage conservation and enhancement aims of Policy 6.10 of the London Plan, LP Policies DC1, DC2, DC8 and DC10 and SPD Policies CAG2 and CAG3.

#### *Appeal B*

10. The Planning Practice Guidance<sup>1</sup> states that, in assessing amenity, regard should be had to the local characteristics of the neighbourhood. Uxbridge Road is a bustling street comprising a wide range of retail and commercial uses with associated advertisements, many of which are illuminated. However, these are

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<sup>1</sup> Paragraph: 079 Reference ID: 18b-079-20140306

generally fascia signs on the ground floor units, whilst roadside adverts in the vicinity are confined to posters within some kiosks. Shepherds Bush Common lies opposite the site and this large open green space provides a quiet backdrop to the surrounding built form.

11. The proposed advertisement would be incorporated in a freestanding structure in a prominent roadside location facing west down a long and straight stretch of Uxbridge Road. Thus, it would be highly visible in long-range views along the street and towards the adjacent non-designated heritage assets and Common. The display of a sequential series of static digital images would be vivid and conspicuous, and would not assimilate well into the street scene. Thus, although the luminance level and rate of image transition could be controlled by condition, the appeal proposal would nevertheless create an isolated and discordant feature.
12. The appellant has referred to a number of digital adverts on bus shelters which have been granted consent at various locations in the wider area. I do not have full details of these cases although, based upon the submitted evidence, these other sites are between 170 – 275m from the appeal site. Consequently I cannot draw comparisons with the individual site circumstances of the case before me. Whilst I note the Inspectors' findings in respect of the digital nature of advertisement displays proposed in a number of appeals<sup>2</sup>, I do not have full details of these cases and so cannot make comparisons with the appeal proposal. In any event, I must determine the appeal on its own merits and have done so.
13. For the reasons set out above, I conclude that the proposed advertisement would have a harmful effect upon amenity, would fail to preserve or enhance the character and appearance of the CA and would have a harmful effect upon the significance of the adjacent non-designated heritage assets located at 156-162 Uxbridge Road. Consequently, the proposal would fail to accord with the amenity protection and heritage conservation and enhancement aims of LP Policies DC8 and DC9.

### **Conditions**

14. In respect of Appeal A, the Council has suggested the imposition of conditions including removal of the existing kiosk, a time limit on the commencement of development, compliance with approved details and removal of the proposed telephone kiosk when it is no longer required for telecommunications purposes. However, the existing kiosk would have to be removed to make way for the replacement kiosk and the other matters are covered by standard conditions set out in Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended). I do not consider that it is necessary to add to these standard conditions.
15. The Council has also suggested the imposition of a condition preventing the glazed panels in the kiosk being used for the display of advertisements. However, the issues under consideration in respect of Appeal A are the siting and appearance of the kiosk itself rather than of any advertising material. As such I do not consider it would be reasonable in this case to impose a condition which would add to the conditions and limitations set out in Schedule 3, Part 1,

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<sup>2</sup> lead case APP/R5510/Z/16/3157043, APP/V5570/Z/17/3169006 and APP/V5570/Z/17/3167080



Class 16 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

**Conclusions**

16. For the reasons set out above and having regard to all other matters raised, I conclude that Appeal A should be allowed and Appeal B should be dismissed.

*CL Humphrey*

INSPECTOR



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## Appeal Decisions

Site visit made on 10 May 2018

by **C L Humphrey BA (Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 22<sup>nd</sup> May 2018

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### **Appeal A - Ref: APP/H5390/W/17/3192419** **Outside 74 Shepherd's Bush Road, London W6 7PH**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
  - The appeal is made by Mr Matthew Coe (New World Payphones) against the decision of the Council of the London Borough of Hammersmith & Fulham.
  - The application Ref 2017/00974/TEL56, dated 9 March 2017, was refused by notice dated 28 June 2017.
  - The development proposed is 'Replacement Telephone Kiosk'.
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### **Appeal B - Ref: APP/H5390/Z/17/3192470** **Outside 74 Shepherd's Bush Road, London W6 7PH**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mr Matthew Coe (New World Payphones) against the decision of the Council of the London Borough of Hammersmith & Fulham.
  - The application Ref 2017/00978/ADV, dated 9 March 2017, was refused by notice dated 11 December 2017.
  - The advertisement proposed is 'Internally illuminated digital panel as integral part of Telephone Kiosk.'
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## Decisions

### *Appeal A*

1. The appeal is allowed and approval is granted under the provisions of Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) for the siting and appearance of a replacement telephone kiosk at land outside 74 Shepherd's Bush Road, London W6 7PH in accordance with the terms of the application Ref 2017/00974/TEL56, dated 9 March 2017, and the plans and documents submitted with it.

### *Appeal B*

2. The appeal is dismissed.

## Preliminary Matters

3. Policies from the Core Strategy, Development Management Local Plan and Planning Guidance Supplementary Planning Document set out in the Council's decision notices have now been replaced by policies from the Local Plan (LP)

and Planning Guidance Supplementary Planning Document (SPD), which were adopted in February 2018 after the appeals were submitted. The design, heritage conservation and enhancement and amenity protection aims of both sets of policies are similar so neither party has been prejudiced by this change in policy circumstances. Although not determinative in either appeal, I have had regard to these policies as a material consideration insofar as they are relevant to the proposals.

### **Main Issues**

4. The appeal site is an area of footway on the west side of Shepherd's Bush Road within Melrose Conservation Area (CA), which derives its character from the late 19th century residential terraces within its core and the terraces with ground floor retail units lining Shepherd's Bush Road at its eastern boundary.
5. In the case of Appeal A the main issue is whether the siting and appearance of the proposed telephone kiosk would preserve or enhance the character or appearance of the CA.
6. The main issue in Appeal B is the effect of the proposed advertisement upon amenity and whether it would preserve or enhance the character or appearance of the CA.

### **Reasons**

#### *Appeal A*

7. The appeal proposal would replace an existing kiosk and would be positioned in the same location, set in slightly from the edge of the generous footway. The new kiosk would be open sided with a comparable height and footprint as the existing structure, and the black finish and straightforward design would reflect nearby street furniture. As a result the proposal would be no more visually intrusive than the existing kiosk and would integrate well into the street scene.
8. Whilst the Council's delegated report refers to appeal decisions relating to telephone kiosks on Goldhawk Road and Lillie Road I have not been provided with full details of these cases, and so cannot draw comparisons with the appeal proposal before me. In any event, I must determine the appeal on its own merits and have done so.
9. For the reasons set out above I conclude that the siting and appearance of the proposed telephone kiosk would preserve the character and appearance of the CA. Consequently, the appeal proposal would accord with the design and heritage conservation and enhancement aims of London Plan Policy 6.10B, LP Policies DC1, DC2, DC8 and DC10 and SPD Policies CAG2 and CAG3.

#### *Appeal B*

10. The Planning Practice Guidance<sup>1</sup> states that, in assessing amenity, regard should be had to the local characteristics of the neighbourhood. Whilst development along the western side of Shepherd's Bush Road comprises a range of retail and commercial uses with associated advertisements, some of which are illuminated, these are mostly fascia signs on the ground floor units. Roadside adverts are limited to the static non-illuminated posters within the existing telephone kiosk and a digital display integrated into the bus shelter to

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<sup>1</sup> Paragraph: 079 Reference ID: 18b-079-20140306

the north. Development on the opposite side of the road principally comprises residential uses, mature trees line the road and, overall, the area has a fairly subdued appearance.

11. The proposed advertisement would be incorporated in a freestanding kiosk situated in a prominent roadside location near the pedestrian refuge which provides a crossing point over Shepherd's Bush Road, and would face south down the road. The display of a sequential series of static digital images on this structure would be vibrant and conspicuous, and the proposal would be highly visible to pedestrians crossing the road and in long-range views from the south. Therefore, while the luminance level and the rate of image transition could be controlled by condition, the advertisement would create an isolated and inharmonious feature in the street scene.
12. The appellant has referred to the Inspectors' findings in respect of the digital nature of advertisement displays proposed in a number of appeals<sup>2</sup>. I do not have full details of these cases and so am unable to draw comparisons with the appeal proposal. Besides, I must determine the appeal on its own merits.
13. For the foregoing reasons, I conclude that the proposed advertisement would have a harmful effect upon amenity and would fail to preserve or enhance the character and appearance of the CA. Therefore, the proposal would not accord with the amenity protection and heritage conservation and enhancement aims of LP Policies DC8 and DC9.

### **Conditions**

14. In respect of Appeal A, the Council has suggested the imposition of conditions including removal of the existing kiosk, a time limit on the commencement of development, compliance with approved details and removal of the proposed telephone kiosk when it is no longer required for telecommunications purposes. However, the existing kiosk would have to be removed to make way for the replacement kiosk and the other matters are covered by standard conditions set out in Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended). I do not consider that it is necessary to add to these standard conditions.
15. The Council has also suggested the imposition of a condition preventing the glazed panels in the kiosk being used for the display of advertisements. However, the issues under consideration in respect of Appeal A are the siting and appearance of the kiosk itself rather than of any advertising material. As such I do not consider it would be reasonable in this case to impose a condition which would add to the conditions and limitations set out in Schedule 3, Part 1, Class 16 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

### **Conclusions**

16. For the reasons set out above and having regard to all other matters raised, I conclude that Appeal A should be allowed and Appeal B should be dismissed.

*CL Humphrey*  
INSPECTOR

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<sup>2</sup> lead case APP/R5510/Z/16/3157043, APP/V5570/Z/17/3169006 and APP/V5570/Z/17/3167080



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## Appeal Decisions

Site visit made on 10 May 2018

by **C L Humphrey BA (Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 22<sup>nd</sup> May 2018

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### **Appeal A - Ref: APP/H5390/W/17/3188594** **Outside 88-90 North End Road, London W14 9EY**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant approval required under Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
  - The appeal is made by Mr Matthew Coe (New World Payphones) against the decision of the Council of the London Borough of Hammersmith & Fulham.
  - The application Ref 2017/00979/TEL56, dated 9 March 2017, was refused by notice dated 29 June 2017.
  - The development proposed is 'Replacement Telephone Kiosk'.
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### **Appeal B - Ref: APP/H5390/Z/17/3188471** **Outside 88-90 North End Road, London W14 9EY**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mr Matthew Coe (New World Payphones) against the decision of the Council of the London Borough of Hammersmith & Fulham.
  - The application Ref 2017/00981/ADV, dated 9 March 2017, was refused by notice dated 8 September 2017.
  - The advertisement proposed is 'Internally illuminated digital panel as integral part of Telephone Kiosk.'
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## Decisions

### *Appeal A*

1. The appeal is allowed and approval is granted under the provisions of Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) for the siting and appearance of a replacement telephone kiosk at land outside 88-90 North End Road, London W14 9EY in accordance with the terms of the application Ref 2017/00979/TEL56, dated 9 March 2017, and the plans and documents submitted with it.

### *Appeal B*

2. The appeal is dismissed.

## Preliminary Matters

3. Policies from the Core Strategy, Development Management Local Plan and Planning Guidance Supplementary Planning Document set out in the Council's decision notices have now been replaced by policies from the Local Plan (LP)

and Planning Guidance Supplementary Planning Document (SPD), which were adopted in February 2018 after the appeals were submitted. The design, heritage conservation and enhancement and amenity protection aims of both sets of policies are similar so neither party has been prejudiced by this change in policy circumstances.

4. Although not determinative in the case of either appeal, I have had regard to these policies as a material consideration insofar as they are relevant to the appeal proposals.

### **Main Issues**

5. The appeal site is an area of footway on the west side of North End Road within Barons Court Conservation Area (CA), which is characterised by unified groups of residential development laid out in a tightly-knit grid pattern, together with Barons Court and West Kensington Underground Stations and the open space of Hammersmith Cemetery.
6. In the case of Appeal A the main issue is whether the siting and appearance of the proposed telephone kiosk would preserve or enhance the character or appearance of the CA.
7. The main issue in Appeal B is the effect of the proposed advertisement upon amenity and whether it would preserve or enhance the character or appearance of the CA.

### **Reasons**

#### *Appeal A*

8. The appeal proposal would replace an existing kiosk and would be constructed in the same position, sited close to the edge of the footway. It would be open sided with a similar height and footprint as the existing structure, and the black finish would reflect street furniture in the vicinity. As a result the proposal would be no more visually prominent than the existing kiosk, would assimilate well into the street scene and would not add to clutter.
9. For the reasons set out above I conclude that the siting and appearance of the proposed telephone kiosk would preserve the character and appearance of the CA. The appeal proposal would therefore accord with the design and heritage conservation and enhancement aims of Policy 6.10 of the London Plan, LP Policies DC1, DC2, DC8 and DC10 and SPD Policies CAG2 and CAG3.

#### *Appeal B*

10. The Planning Practice Guidance<sup>1</sup> states that, in assessing amenity, regard should be had to the local characteristics of the neighbourhood. Although North End Road comprises a wide range of retail and commercial uses with associated advertisements, some of which are illuminated, these are generally fascia signs on ground floor units. Roadside adverts are limited to static internally illuminated posters within the bus shelters to the north and south.
11. The proposed advertisement would be incorporated in a freestanding structure situated in a prominent roadside location near the pedestrian crossing outside West Kensington Station and would face east across North End Road. Thus,

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<sup>1</sup> Paragraph: 079 Reference ID: 18b-079-20140306

although not particularly visible in long-range views, the proposal would be highly conspicuous from the eastern side of the road and the crossing. The display of a sequential series of static digital images on this structure would be prominent and eye-catching. Consequently, although the luminance level and rate of image transition could be controlled by condition, the appeal proposal would create an isolated and inharmonious feature in the street scene.

12. The appellant has referred to the Inspectors' findings regarding the digital nature of advertisement displays proposed in a number of appeals<sup>2</sup>. I do not have full details of these cases and so cannot make comparisons with the appeal proposal. In any event, I must determine the appeal on its own merits and have done so.
13. For the reasons set out above, I conclude that the proposed advertisement would have a harmful effect upon amenity and would fail to preserve or enhance the character and appearance of the CA. Consequently, the proposal would be contrary to the amenity protection and heritage conservation and enhancement aims of LP Policies DC8 and DC9.

### **Conditions**

14. In respect of Appeal A, I do not consider that it is necessary to add to the standard conditions set out in Article 3, Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).

### **Conclusions**

15. For the reasons set out above and having regard to all other matters raised, I conclude that Appeal A should be allowed and Appeal B should be dismissed.

*CL Humphrey*

INSPECTOR

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<sup>2</sup> lead case APP/R5510/Z/16/3157043, APP/V5570/Z/17/3169006 and APP/V5570/Z/17/3167080

## **Appendix H - Suggested conditions**

### Advertisement Consent application (2024/3459/A):

1. 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.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

2. 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: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

3. 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.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

6. The advertisement display shall be statically illuminated and the intensity of the illumination of the digital signs shall not exceed 2000 candelas per square metre



during the day and 600 candelas per square metre during the hours of darkness in line with the maximum permitted recommended luminance as set out by The Institute of Lighting Professionals' Professional Lighting Guide 05: The Brightness of Illuminated Advertisements Including Digital Displays, 2023. The levels of luminance on the digital signs should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

Reason: To ensure that the advertisement does not harm the character and appearance of the street scene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies A1 (Managing the impact of development), D1 (Design), D2 (Heritage), D4 (Advertisements), C5 (Safety and security) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

7. The digital sign shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies A1 (Managing the impact of development), D4 (Advertisements), C5 (Safety and security) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

8. The minimum display time for each advertisement shall be 10 seconds.

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies A1 (Managing the impact of development), D4 (Advertisements), C5 (Safety and security) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

9. The interval between advertisements shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including fading, swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

Reason: To ensure that the advertisement does not harm the character and appearance of this part of the streetscene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In

accordance with the requirements of policies A1 (Managing the impact of development), D4 (Advertisements), C5 (Safety and security) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

10. No advertisement displayed shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

Reason: To ensure that the advertisement does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies A1 (Managing the impact of development), D4 (Advertisements), C5 (Safety and security) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

11. Any footway and carriageway on the Transport for London Road Network (TLRN) and/or Strategic Road Network (SRN) must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians or obstruct the flow of traffic.

Reason: To ensure that the advertisement does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies A1 (Managing the impact of development), D4 (Advertisements), C5 (Safety and security) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013

12. No music or sound shall be emitted from the advertisements.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 (Managing the impact of development) and A4 (Noise and vibration) of London Borough of Camden Local Plan 2017.

## **Appendix I - Suggested conditions**

### Full Planning Permission application (2024/3448/P):

1. The development hereby permitted shall begin not later than three years from the date of this decision.

Reason: - In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

2. The development hereby permitted shall be carried out in accordance with the following approved plans and documents: (Cam-IR/2024/-)01 to 06 (inclusive); Planning and Heritage Statement from DPV Consult Limited (ref: DP/20075) dated 24/07/2024; Design, Management and Operational Statement from Urban Innovation Company dated 10/05/2024; Responsibilities Statement from Urban Innovation Company dated July 2024.

Reason: - For the avoidance of doubt and in the interest of proper planning.

3. The structure hereby permitted shall be removed from the land on which it is situated as soon as reasonably practicable after it is no longer required for telecommunication or electronic communications purposes.

Reason: - To safeguard the appearance and character of the immediate area in accordance with the requirements of policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017.

4. All new or replacement surface materials should match as closely as possible the existing adjacent surface materials.

Reason: - To safeguard the appearance and character of the immediate area in accordance with the requirements of policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017.