

Tuesday, 24 January 2017

Mr Ian Gracie
Planning and Regeneration
Culture & Environment Directorate
London Borough of Camden
2nd Floor, 5 Pancras Square
London, N1C 4AG

Dear Mr Gracie

Re: LinkUK from BT Planning Submissions at 21 Locations following Pre-application Enquiry 2016/3367/PRE

Following the pre-application advice received from you and your colleagues on 28 proposals, I have the pleasure of submitting formal applications for Full Planning Permission and Express Advertisement Consent for proposals at 21 locations across the borough, as per the attached schedule, on behalf of our client LinkUK from BT.

Additional Information Following Pre-application Feedback

The following additional documentation and information was requested following the pre-application enquiry:

- details of the removal of additional existing BT telephone kiosks outside of the application sites;
- details of the proposed operating conditions for the advertisement screens, specifically with regard to the nature of advertisements (i.e. static or video), luminance levels, duration of each image, transitions between images and oblique viewing angle information;
- details of the mitigation of any highway safety impact of the advertisement screens and justification thereof;

- a detailed demonstration of the proposed positions on the footway and the resultant footway widths in each case; and,
- confirmation that, where more than one Link unit is proposed on the same road (Camden High Street, High Holborn etc.), that no two units would be readily visible from the same viewpoint.

Removal of Additional Kiosks

Further to our ongoing correspondent on this matter, it is proposed that additional removals be secured via a Section 106 agreement tied to the planning permissions at an agreed ratio. It was agreed to finalise the Section 106 during the formal application process.

Proposed Operating Conditions of the Advertisement Screens

Full details in relation to the points raised at pre-app in this regard are included in the attached additional document *'Proposed Schedule of Operating Conditions - LinkUK from BT Advertisement Screens'*.

Mitigation of Highway Safety Impact

Information on the mitigation of any highway safety impact is also contained in the document *'Proposed Schedule of Operating Conditions - LinkUK from BT Advertisement Screens'*.

Resultant Available Footway Widths

The Link unit is 100mm narrower than the existing kiosks. Consequently, all existing useable footway widths would increase as a result of the replacement. Additionally, wherever practical, the Link unit has been repositioned closer to the curb edge (generally to 200mm from the curb) to increase the available footway from that which exists at present with the existing kiosk in place. In many cases the available footway would be significantly increased. An additional plan at 1:200 is included for each proposal, in addition to an elevation at 1:100 which together make this clear in each case.

Avoiding Visual Overlap of Multiple Link Locations on the same Road

Those locations identified as having the potential for visual overlap at pre-app have been assessed and there is considered to be only one pair of Link locations at which this would be an issue; those being the following:

- Camden High Street (outside JP Pharmacy no 139)
- Camden High Street (outside unit 1, 112-114 Game)

As discussed, LinkUK from BT would like to seek consent for both of these locations on the understanding that only one consent would be implemented; a condition being added to each permission to secure this limitation. This is to mitigate against any delays caused by potential technical issues with either location at a later stage; i.e. one site would act as a back-up option should the other prove problematic.

Negative Pre-application Responses

20 of the 21 locations received a broadly positive response at pre-app. The proposal at Camden High Street (outside HSBC, junction Parkway) received a broadly negative response but it is considered that its impact could be made acceptable by additional kiosk removals, as discussed. As such, the decision has been taken to put it forward for formal submission with a view to mitigating its impact through the Section 106 process.

Application Documentation

Each application consists of the following material:

- Location Plan at 1:1250 (site specific)
- Site Plan at 1:200 (site specific)
- Existing and Proposed Elevations at 1:50 (site specific)
- Site Photograph and Photo-montage (site specific)
- Planning, Design and Access Statement (site specific at Section 4 only)
- Proposed Schedule of Operating Conditions - LinkUK from BT Advertisement Screens
- Link Unit Dimensions at 1:25

- London Street Furniture Scale Comparison
- TfL Digital Roadside Advertising Guidance - Guidance for Digital Roadside Advertising and Best Practice 2013

I trust that the applications are in order. However, should you require any additional information or clarification, please do not hesitate to contact me directly.

Yours sincerely,

Matt Swindles MRTPI

Planning Manager, Primesight Limited

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Schedule of Sites		
Address	Postcode	Reference
Camden High Street (outside no. 20 Leyas)	NW1 0JH	02073830904
Camden High Street (outside no. 90 Mybond Pawnbrokers)	NW1 0LT	02073886845
Camden High Street (Opposite Junction Inverness Street)	NW1 7JE	02072677911
Camden High Street (outside HSBC, junction Parkway)	NW1 8QL	02072675421
Camden High Street (outside JP Pharmacy no 139)	NW1 7JR	02072840564
Camden High Street (outside unit 1, 112-114 Game)	NW1 0LU	02072840436
Chalk Farm Road (outside 45-46 Escapade)	NW1 8AJ	02074856029
Finchley Road (outside no 125 Overground Fuji Film House)	NW3 6HY	02075865390
Finchley Road (outside 4 Harben Parade Vision Express)	NW3 6LY	02077225194
Finchley Road (outside Boots 13-14 Harben Parade)	NW3 6JP	02077228672
Finchley Road (outside Willaim Hill No. 3 Northways Parade)	NW3 5EN	02074830334
High Holborn (outside no 307-308 Northumberland House)	WC1V 7JZ	02074047296
High Holborn (outside no 233 New Look)	WC1V 7DN	02078318928
High Holborn (outside no 24 and Boots)	WC1V 6BN	02074041706
High Holborn (outside no 81 near Junction Red Lion Street)	WC1V 6LS	02074302802
Kentish Town Road (outside no 251, opposite post office)	NW5 2JT	02074826475
Kentish Town Road (outside no 268 Library)	NW5 2AA	02074858961
Kilburn High Road (outside no 48-50)	NW6 4HJ	02073723429
Proctor Street (outside no 5-11 junction Catton Street)	WC1V 6NX	02078314971
Theobalds Road ((Junction with New North Street)	WC1X 8RT	02074302805
Theobalds Road (outside Unite Union junction Old Gloucester Street)	WC1X 8SP	02078316998