

Friday, 24 February 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 9 Locations following Pre-application Enquiry 2017/0741/NEW

Following the pre-application advice received from you and your colleagues on 23th February 2017, I have the pleasure of submitting formal applications for Full Planning Permission and Express Advertisement Consent for proposals at 9 locations across the borough, as per the attached schedule, on behalf of BT.

Additional Information Following Pre-application Feedback

The following additional site specific documentation and information is submitted in line with that requested previously under pre-app 2016/7140/PRE:

- 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; and,
- a detailed demonstration of the proposed positions on the footway and the resultant footway widths in each case.

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 kerb edge 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. A 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.

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

Matt.swindles@primesight.co.uk - 020 7908 4300

Schedule of Sites		
Address	Postcode	Reference
Avenue Road (Outside no 100 and Swiss Cottage Station entrance)	NW3 3HF	02074832537
Camden Road (outside 84-92 NW1 Dental Care)	NW1 9EX	02074853448
College Crescent (opposite 22 Northways Parade)	NW3 5EN	02074830379
Eversholt Street (outside no 1)	NW1 1BJ	02073835607
Finchley Road (Outside Holy Trinity Church near Sumpter Close)	NW3 5HR	02074331526
Finchley Road (outside Odeon Cinema 96 Finchley Road)	NW3 6HY	02074832508
Greville Street (Opp 88/90) Jct Hatton Gdns	EC1N 8PJ	02074302810
Kilburn High Road (outside no 196-198 PDSA Charity Shop)	NW6 4JD	02076257207
New Oxford Street (outside no 21-31, adjacent to motorcycle parking)	WC1A 1AA	02078314938