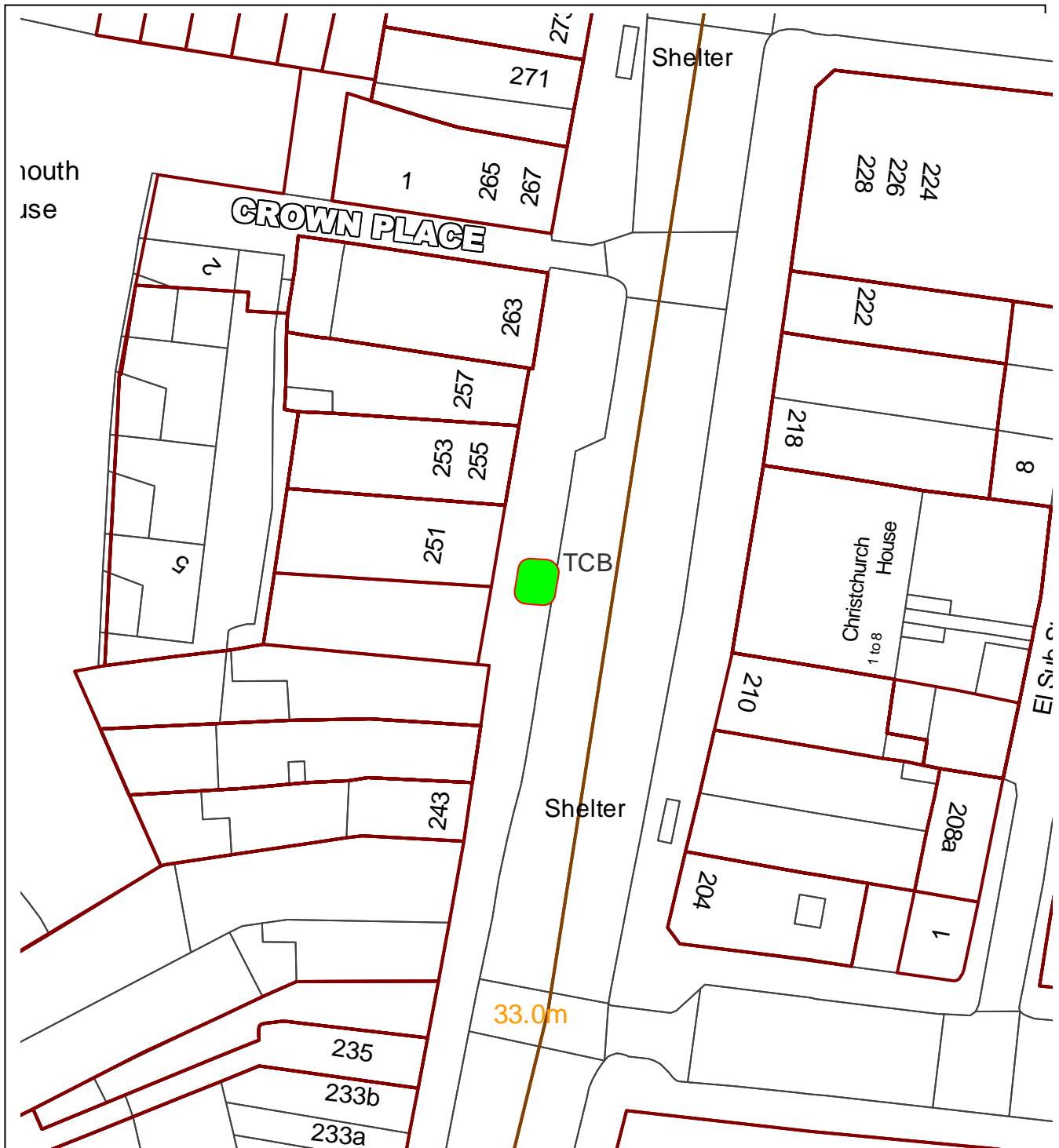


o/s 251 Kentish Town Road refs: 2017/0452/P
and 2017/0584/A



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Photo 1 (below) – Existing BT Payphone and proposed Link Unit



Photo 2 (below) – Elevations of Link Unit



Photo 3 (below) – Application site, subject payphone in situ near centre of image



Delegated Report (Members Briefing)		Analysis sheet N/A		Expiry Date: 24/03/2017		Consultation Expiry Date: 30/03/2017	
Officer				Application Number(s)			
Nora-Andreea Constantinescu				(i) 2017/0452/P (ii) 2017/0584/A			
Application Address				Drawing Numbers			
o/s 251 Kentish Town Road London NW5 2JT				See Draft Decision Notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
(i) Erection of freestanding BT panel providing phone and Wi-Fi facilities with 2 x internally illuminated digital advertisements following the removal of 1no. BT telephone kiosks.							
(ii) Display of 2 x internally illuminated digital advertisement panels to freestanding BT panel.							
Recommendation(s):		(i) Grant Conditional Permission Subject to a Section 278 Legal Agreement (ii) Grant Conditional Advertisement Consent					
Application Type:		(i) Full Planning Permission (ii) Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		Site notices Press notice	02/03/2017-23/03/2017 09/03/2017-30/03/2017	No. of responses	0	No. of objections	0
Summary of consultation responses:		No responses have been received from the neighbouring properties.					
Local tenants association		<p>An objection has been received from the chair of a local tenants association (note: name of association undisclosed) in relation to the proposed development on the following grounds:</p> <p>-it would be cheapening the environment with garish advertising -the scheme should be denied across Camden as a whole</p> <p>Officer response: The impact of the proposed LinkUk Unit in terms of design and appearance has been assessed on balance with the other services provided. Please see para 5-5.4 within the main body of the report (below).</p>					

Site Description

The application site is located on the pavement area, in front of no. 251 Kentish Town Road. The wider area is predominantly commercial with residential above.

The site does not lie within a conservation area but is within close proximity to no. 263 a locally listed building. The site falls within the Kentish Town Neighbourhood Plan area.

Relevant History

Relevant planning application in the surroundings:

2015/5209/A – Bus Shelter outside 273 Kentish Town Road, London. NW5 2JS. - Display of digital screen and non-illuminated static poster panel to existing bus shelter no 0107/0234. – Granted – 08/01/2016

2014/4695/A - Land adjacent 273-275 Kentish Town Road, London, NW5 2LP - Display of advertisements on a double sided AD panel of a bus passenger shelter. – Granted – 04/09/2014

2006/3610/A - o/s 128 Kentish Town Road, North of Bartholomew Road, London, NW1 9QB - Display of 2 x illuminated poster panels (1760mm x 1160mm) on bus stop. – Granted – 02/10/2006

Relevant policies

National Planning Policy Framework 2012

The London Plan 2016

Transport London's Guidance for Digital Roadside Advertising 2013

UK Digital Strategy – local government and digital transformation 2016

LDF Core Strategy and Development Policies

Core Strategy

CS5 – Managing the impact of growth and development

CS11 – Promoting sustainable and efficient travel

CS14 – Promoting high quality places and conserving our heritage

CS17 – Making Camden a safer place

Development Policies

DP16 - The transport implications of development.

DP17 – Walking, cycling and public transport

DP21 - Development connecting to the highway network

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

DP29 – Improving access

Camden Planning Guidance

CPG 1 – Design 2015

CPG 7 – Transport 2011

CPG 8 – Planning Obligations 2015

Kentish Town Neighbourhood Plan 2015

Digital Camden Strategy 2014

Camden Streetscape Design Manual 2005

TfL's Pedestrian Comfort Guidance

Camden Local Plan Submission Draft 2016

The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the Examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited Weight.

Policy A1 – Managing the impact of development

Policy D1 – Design

C4 – Safety and security

Policy D2 – Heritage

Policy C6 - Access

Policy T1 - Prioritising walking, cycling and public transport

Policy T3 – Transport infrastructure

Policy DM1 – Delivery and monitoring

Assessment

1. Background

- 1.1 This application is part of a wider scheme across London seeking to replace traditional phone kiosks with new phone structures taking up less pavement space and include additional features above those currently offered. Camden is the first borough to receive these applications.
- 1.2 The proposed Link Unit unlike a traditional phone box would provide a far greater range of services for free to the public. Users within range of Link would be able to access free ultrafast Wi-Fi and other services including UK landline and mobile phone calls, mobile phone charging and access to local Council services.
- 1.3 Camden's digital strategy sets out that "*Camden wants to realise how digital technology and Big Data can be a way to save money and improve services through co-production, collaboration and challenge by residents and businesses*". It is considered that the technology that comes with Link units would open up the opportunities of digital connectivity to all residents and visitors equally. Furthermore, it would create the conditions for and harness the benefits of economic growth as the free to all services of the unit are funded by advertising revenue and would provide public benefit as well as economic benefit to the service provider.

2. Proposal

- 2.1 The proposed scheme is to replace the existing BT telephone kiosk with a new standalone structure which would measure 2.9m in height, 890mm in length and 240mm in width (see image below in para 5.2). The structure would be positioned horizontally across the pavement. Planning permission is sought for the structure and advertisement consent is sought for the 2 digital advertisement panels on each face. The various services would include:
 - Free ultrafast public Wi-Fi 24/7
 - Free landline and mobile phone calls
 - Emergency and civic services
 - Apps providing local search, directions and listings
 - Digital displays measuring 1.2m by 690mm, for advertising and public service announcements
 - Rapid mobile phone charging via two USB ports

3. Assessment

3.1 The main issues for consideration are:

- Principle of the development
- Design of the structure
- Siting
- Advertisement – visual amenity and public safety
- Crime
- Planning obligations

4. Principle of development

4.1 This application is part of a wider scheme where BT are committing to removing more payphones than Links going in, with the Links taking up much less space (in terms of footprint) on the pavements than a standard payphone.

4.2 Policy DP21 states that the Council will expect works affecting the highway network to address the needs of wheelchair users, people with sight impairments and other vulnerable users; to avoid causing harm to highway safety or hinder pedestrian movement and avoid unnecessary street clutter; and to contribute to the creation of high quality streets and public spaces. These sets of proposals are on sites where there are existing phone kiosks rather than introducing new clutter to the pavement. The proposal to reduce the overall number of kiosks thereby reducing street clutter is a welcomed proposal.

4.3 CS14 outlines that its aim is to make Camden a safer place and ensure developments demonstrate they have incorporate design principles. Traditional phone boxes are often associated with a number of non-official activities which promote antisocial behaviour and facilitate anti-social behaviour (ASB). The ASB is a major concern for both residents' and businesses alike and the removal /reduction is supported.

5. Design of the structure

5.1 The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy DP24 are relevant to the application: development should consider the character, setting, context and form of neighbouring buildings, quality of materials to be used and accessibility.

5.2 The Link Unit is a simple design, which seeks to blend into multiple urban environments. The materials used are of a high quality durable nature and include robust aluminium superstructure, ribbed panelling to eliminate flat surfaces prone to vandalism. The structures would be etch resistant paint, strike resistant and contain shatterproof display screens and tablets. Below: existing BT payphone (left) and photomontage (right) of Link Unit.



- 5.3 The design of the Link Unit has a vertical emphasis to reduce the footprint on the ground with a width of 790mm at ground floor level increasing to 890mm at the top end. The depth of unit would be 274mm compared with the telephone kiosk which is 900mm, with an overall reduction of a footprint of approximately 75%. Its height would be 2.9m which is 160mm higher than the telephone kiosk but it is the same as a bus stop. The kiosk that would be replaced is not considered to be a high quality structure and prone to damage and graffiti as shown above. The new kiosk by reason of its design and significantly reduced footprint would give a slender, elegant appearance. The structure is sited on a wide section of pavement away from the commercial units and in comparison to the existing structure it is replacing is not considered to be harmful to the streetscene.
- 5.4 A condition is recommended to ensure that the surrounding pavement following the reduction in footprint matches the wider pavement.
- 5.5 Whilst the design is a modern approach to a traditional phone kiosk by the sleek design, reduced footprint and high quality materials it is not considered to be an intrusive addition to the street in compliance with policies CS14 and DP24

6. Transport - Siting

- 6.1 Camden's Local Plan and Streetscape Design Manual sets out the borough's approach to planning policy and its commitment to securing sustainable development. This includes securing positive improvements in the quality of the built environment and replacing poor design with better design. One of the primary aims is to create and maintain attractive public places that prioritise pedestrian and cycling movements, while safeguarding the street traffic. This application is replacing an existing phone kiosk rather than introducing additional clutter to the street scene.
- 6.2 Policy DP21 states that the Council will expect works affecting the highway network to address the needs of wheelchair users, people with sight impairments and other vulnerable users; to avoid causing harm to highway safety or hinder pedestrian movement and avoid unnecessary street clutter; and to contribute to the creation of high quality streets and public spaces. Policy CS11 paragraphs 11.8-11.12 specifically detail the importance of encouraging more walking, and Policy DP21 paragraph 21.21 emphasises that it is important that development does not hinder pedestrian movement, and states that the Council will not support proposals that involve the provision of additional street furniture that is not of benefit to highway users. In this case the proposal seeks the replacement of an existing kiosk and a wider intention to remove other phone boxes within the wider area. Furthermore the replacement units would be of more benefit to highway users and would take up less footway.
- 6.3 The proposal would be located on a stretch of pedestrian footpath which is approximately 5.21m wide. Kentish Town Road has high flows of pedestrian traffic. The proposed footprint of the link unit would be 75% smaller which is welcome reduction. Whilst the unit would be smaller it would be used differently to existing kiosks in that the users would stand at the side when using the phone/tablet. As such, careful consideration is required to the siting of the unit in relation to the interaction between the pedestrians and Link Unit users as well as the impact on the traffic lights and street traffic.
- 6.4 Camden's Streetscape Design Manual section 4.01, together with TfL's Pedestrian Comfort Guidance, states that street furniture should be placed a minimum of 405mm back from the carriageway. Therefore, the proposal would result in the loss of a minimum of 1.4m of the footway and when in use approximately 500mm of pavement would be taken up. In this case there would be a remaining pavement width of 3.3m. In this context the proposal is replacing an existing structure with a significantly smaller footprint. On balance, the proposal is considered sufficient to allow enough space for the free movement of people, retail customers and Link Unit users, in line with TfL guidance and Camden policies and guidance.

7. Crime and Safety

- 7.1 There are significant concerns with the links between Anti-Social Behaviour (ASB) and phone kiosks. Due to their design they provide opportunities for various levels crime. The removal of kiosks and which would remove potential opportunities for ASB is therefore welcomed. The new structures by reason of their design will be used in the open and users will be located adjacent to the pedestrian flow and due to the sleek design users will be visible from the wider streetscene.
- 7.2 It is important to ensure that the proposals are sited in an appropriate location, especially given the additional features allowing people to charge their phone. In this location the unit would be sited in a busy high street where there will be sufficient natural surveillance. As outlined above the structures have been designed to be resistant to graffiti (unlike traditional phone boxes) and damage. An obligation is recommended to ensure the link units are regularly maintained.

8. Advertisement

- 8.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications. Therefore the principal considerations material to the determination of this application are visual amenity and public safety.
- 8.2 CPG1 (Design) states that advertisements should take into account the appearance of the surroundings and that any advertising on street furniture would not normally be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway.

Visual amenity

- 8.3 The proposed digital advertisement panel would measure approximately 690mm wide and 1.2m tall with an advertisement face covering an area of 0.83sqm on each side of the panel. Kentish Town Road has a predominantly commercial character, with a large diversity of shops and food establishments. Whilst Officers acknowledge there are limited examples of digital adverts in this location, it is also recognised that it is a commercial area with associated signage. The site is not located in a conservation area or close to any statutorily listed buildings.
- 8.4 The proposed digital screen display units are considered acceptable in terms of their size, location and method of illumination. It is accepted that all advertisements are intended to attract attention and the internally illuminated advertising panels form an integral part of the structure following the replacement of the existing kiosk. To mitigate any impact on the locality, lower levels of illumination and restrictions on the rate of change of the display would be secured by condition to reduce the impact of the display. The advert would be static, with controlled times of how long one image can be displayed and controls on the change over time between each advert. In addition, it is recommended that the luminance level is limited to 400 candelas at night (below that recommended by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015) and 2,500 candelas during the day to ensure that the visual impact of the addition on the wider area is limited.
- 8.5 These measures would ensure that the digital advertisement panel would not have a detrimental impact or be unduly dominant on the character and appearance of the host or neighbouring buildings, nor the streetscene.

Public safety

- 8.6 Whilst the method of illumination would cause some light spill, the position of the screens on the structure would be an appropriate distance facing away from the nearest neighbouring occupiers. On balance, the proposed screens would not be considered significantly harmful to

neighbouring occupiers.

- 8.7 In terms of size, siting and method of illumination the proposal is not considered detrimental to highways safety. The double sided panel would form an integral part of the structure and would be located at an appropriate distance from road junctions. As the advertisement would be seen by drivers in moving traffic a condition is recommended that restricts the display of moving images. On balance, the location of the advertisements within the structure is not considered to be hazardous to vehicular or pedestrian traffic and therefore raises no public safety concerns.

9. Planning obligations

- 9.1 This application is part of a group of applications which, collectively, have been connected to a single Section 278 legal agreement (due to the site being located on the public highway) to secure a number of heads of terms including the removal of existing phone boxes and a service management plan.
- 9.2 An overall aim is to ensure a reduction in the street clutter with more existing kiosks being removed than the proposed number of new BT link structures installed. It is considered that a benefit of this scheme is resolving a number of the existing problems experienced with the traditional kiosks. It is therefore vital to ensure the Council secures their removal. In most places this will be an approximate reduction of 2 payphones/kiosks to 1 Link Unit. Therefore an obligation to ensure that the existing kiosks pursuant to each application are removed before the new BT link structures are installed is recommended.
- 9.3 Part of the planning balance of these structures is the wider benefits they have to Camden's residents, visitors and business in comparison to the structures they replace. To ensure that these features and the structure is regularly maintained and to prevent the structure from becoming a standalone advertisement panel a Service Management Plan is recommended to ensure that all the facilities are maintained. In addition a condition would be added that requires the structures to be removed if the facilities are no longer in use. In order to ensure that the Council has protection should the Link Unit no longer be required for telecommunication purposes a condition is recommended to require its removal.

10. Conclusion

- 10.1 On balance there are benefits resulting from the removal of existing phone kiosk (and the wider removal secured in the S106) in terms of issues with their footprint, design, state of repair and issues with crime and ASB. The proposal to replace them at a reduced rate with an improved design which does not harm the character and appearance of the wider street scene. The proposed location on a suitable wide section of pavement in a busy high street where there are other examples of advertisements is considered to be appropriate. The proposal would be replacing an existing structure rather than introducing new clutter on the pavement. In addition there are controls recommended through S106 obligations to ensure that features such as the free Wi-Fi are regularly maintained and to ensure existing kiosks are removed before the new structures are erected. The advertisements are considered to be an appropriate scale and integral to the structure, subject to controls to display their luminance and changing mechanisms they would not have a detrimental impact on visual amenity or public safety.

11. Recommendations

- 11.1 Grant Conditional Planning Permission subject to Section 278 Legal Agreement.
- 11.2 Grant Conditional Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Tuesday 18th April 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Primesight Limited
The MET Building
22 Percy Street
London
W1T 2BU

Application Ref: **2017/0452/P**

12 April 2017

Dear Sir/Madam

DRAFT
FOR INFORMATION ONLY - THIS IS NOT A FORMAL DECISION
Town and Country Planning Act 1990 (as amended)

DECISION SUBJECT TO A SECTION 278 LEGAL AGREEMENT

Address:
o/s 251 Kentish Town Road
London
NW5 2JT

DECISION
Proposal: Erection of freestanding BT panel providing phone and Wi-Fi facilities with 2 x internally illuminated digital advertisements following the removal of 1no. BT telephone kiosk.

Drawing Nos: Site location Plan; PY2804 - 001; PY2804 - 002; PY2804 - 003; D0002;
Street Furniture Comparison

Reports: Cover Letter prepared by Matt Swindles dated 24/01/2017; Proposed Schedule of Operating Conditions for LinkUK from BT Advertisement Screens prepared by BT Link UK; Guidance for Digital Roadside Advertising and Proposed Best Practice prepared by Waterman Group dated 04/03/2013; Planning, Design and Access Statement prepared by LinkUK dated 02/12/2016.

The Council has considered your application and decided to grant permission subject to the conditions and informatives (if applicable) listed below **AND** subject to the successful conclusion of a Section 106 Legal Agreement.

The matter has been referred to the Council's Legal Department and you will be contacted shortly. If you wish to discuss the matter please contact **Aidan Brookes** in the Legal Department on **020 7 974 1947**.

Once the Legal Agreement has been concluded, the formal decision letter will be sent to you.

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

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: Site location Plan; PY2804 - 001; PY2804 - 002; PY2804 - 003; D0002; Street Furniture Comparison

Reports: Cover Letter prepared by Matt Swindles dated 24/01/2017; Proposed Schedule of Operating Conditions for LinkUK from BT Advertisement Screens prepared by BT Link UK; Guidance for Digital Roadside Advertising and Proposed Best Practice prepared by Waterman Group dated 04/03/2013; Planning, Design and Access Statement prepared by LinkUK dated 02/12/2016.

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 purposes.

Reason: In order to minimize the impact on the appearance of the streetscene and the highway in accordance with the requirements of policy CS11 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP16, DP17 and DP24 of the London Borough of Camden Local Development Framework Development Policies and D1 and T3 of the Draft Camden Local Plan 2016.

- 4 All surface materials should match the existing adjacent surface materials.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies and D1 of the Draft Camden Local Plan 2016.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 3 The Mayor of London introduced a Community Infrastructure Levy (CIL) to help pay for Crossrail on 1st April 2012. Any permission granted after this time which adds more than 100sqm of new floorspace or a new dwelling will need to pay this CIL. It will be collected by Camden on behalf of the Mayor of London. Camden will be sending out liability notices setting out how much CIL will need to be paid if an affected planning application is implemented and who will be liable.

The proposed charge in Camden will be £50 per sqm on all uses except affordable housing, education, healthcare, and development by charities for their charitable purposes. You will be expected to advise us when planning permissions are implemented. Please use the forms at the link below to advise who will be paying the CIL and when the development is to commence. You can also access forms to allow you to provide us with more information which can be taken into account in your CIL calculation and to apply for relief from CIL.

<http://www.planningportal.gov.uk/planning/applications/howtoapply/whattosubmit/cil>

We will then issue a CIL demand notice setting out what monies needs to paid when and how to pay. Failure to notify Camden of the commencement of development will result in a surcharge of £2500 or 20% being added to the CIL payment. Other surcharges may also apply for failure to assume liability and late payment. Payments will also be subject to indexation in line with the construction costs index.

Please send CIL related documents or correspondence to CIL@Camden.gov.uk

- 4 The emerging London Borough of Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this

stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

- 5 Your attention is drawn to the fact that there is a separate legal agreement with the Council which relates to the development for which this permission is granted. Information/drawings relating to the discharge of matters covered by the Heads of Terms of the legal agreement should be marked for the attention of the Planning Executive Director Supporting Communities Obligations Officer, Sites Team, Camden Town Hall, Argyle Street, WC1H 8EQ.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

Yours faithfully

DRAFT

Supporting Communities Directorate

DECISION

Primesight Limited
The MET Building
22 Percy Street
London
W1T 2BU

Application Ref: **2017/0584/A**Please ask for: **Nora-Andreea****Constantinescu**Telephone: 020 7974 **5758**

12 April 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
o/s 251 Kentish Town Road
London
NW5 2JT

DECISION

Proposal: Display of 2 x internally illuminated digital advertisement panels to freestanding BT panel.

Drawing Nos: Site location Plan; PY2804 - 001; PY2804 - 002; PY2804 - 003; D0002; Street Furniture Comparison

Reports: Cover Letter prepared by Matt Swindles dated 24/01/2017; Proposed Schedule of Operating Conditions for LinkUK from BT Advertisement Screens prepared by BT Link UK; Guidance for Digital Roadside Advertising and Proposed Best Practice prepared by Waterman Group dated 04/03/2013; Planning, Design and Access Statement prepared by LinkUK dated 02/12/2016.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

Executive Director Supporting Communities



- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 The advertisement display shall be statically illuminated and the intensity of the illumination of the digital signs shall not exceed 2500 candelas per square metre during the day and 400 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 Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. 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 this part of the street 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 CS5, CS14 and CS17 of the London Borough of

Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies A1, D2, D4 and T1 of the Camden Local Plan Submission Draft 2016 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 CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies A1, D2, D4 and T1 of the Camden Local Plan Submission Draft 2016 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 CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies A1, D2, D4 and T1 of the Camden Local Plan Submission Draft 2016 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 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 CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies A1, D2, D4 and T1 of the Camden Local Plan Submission Draft 2016 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 CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies A1, D4 and T1 of the Camden Local Plan Submission Draft 2016 and Transport for London Guidance for Digital Roadside Advertising 2013.

- 11 The footway and carriageway on the Transport for London Road Network (TLRN) and 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 CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies A1, D4 and T1 of the Camden Local Plan Submission Draft 2016 and Transport for London Guidance for Digital Roadside Advertising 2013.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:
<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning