

**From:** McLaughlin Gavin <GavinMcLaughlin@tfl.gov.uk>  
**Sent:** 10 August 2017 13:09  
**To:** Smith, Kristina  
**Cc:** Planning  
**Subject:** 2017/2718/P - BT Link Unit o/s 158 Kentish Town Road London

**2017/2718/P - BT Link Unit o/s 158 Kentish Town Road London**

Thank you for consulting Transport for London (TfL) on the above planning application. TfL understands from previous discussions with the Council and statements in the application materials that this proposal for a new phone box forms part of a deal between the Council and BT to renew the entire BT phone box estate across the borough. It is therefore contingent on removal of more than 1 phone box in exchange for the new unit proposed, leading to an overall reduction in BT phone boxes in the public realm across Camden.

TfL reminds the applicant and Council that the London Plan favours decluttering and simplifying the streetscape wherever possible (see policy 6.10) and this is also prioritised in TfL Streetscape Guidance (available from <https://tfl.gov.uk/corporate/publications-and-reports/streets-toolkit>) TfL expects the standards and principles in this document to be applied to all phone box replacement applications by the council.

TfL Guidance for Digital Roadside Advertising and Proposed Best Practice identifies types of location where detailed highway safety analysis should be carried out before advertising is introduced, to ensure that no conflict occurs (4.1).

The document also contains a standard risk assessment process which involves a Site Visit and Desk Based Assessment of the potential advert by two qualified safety assessors. The form for this assessment (the 'Advertising Safety Guidance Form') is included in Appendix A of the document. Completion of this form requires input of the accident record for the proposed advert location in the 36 months prior to the Site Visit at Section D.

The assessment produces a recommendation by appropriately qualified professionals on whether the advert proposal should be accepted or rejected on highway safety grounds. Alternatively assessors may recommend a full Road Safety Audit (for further information on how to commission or carry one out, see <http://content.tfl.gov.uk/tfl-road-safety-audit-procedure-may-2014-sqa-0170.pdf>)

This approach is used by TfL for similar advertising proposals on our own land and the TLRN. Therefore we encourage the Council and applicant to take a similarly robust approach to assessing the highway safety impacts of digital advertising proposals on the SRN. However the level of detailed analysis requested from the applicant is a matter for the Council in this instance.

Subject to the above TfL have no strategic transport objections.

Kind regards,

**Gavin McLaughlin**  
**Planner, TfL Planning, Transport for London**

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For more information regarding the TfL Borough Planning team and TfL's *Transport Assessment Best Practice Guidance* please visit <https://tfl.gov.uk/info-for/urban-planning-and-construction/transport-assessment-guidance> and for pre-application advice please visit <https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-applications/pre-application-advice>.

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