

Infocus Public Networks Ltd
Fao. Mr Nathan Still
991 Great West Road
Brentford
TW8 9DN

Application Ref: **2017/5185/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

12 February 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Public Payphone
Outside 105 Tottenham Court Road
LONDON
W1T 4TT

Proposal:
Display of a 6 sheet internally (back lit) LED illuminated advertisement panel to south-eastern elevation of existing public payphone.

Drawing Nos: Site location plans (scales 1:200 & 1:1250); unnumbered site plan (identifying other illuminated signage in the locality); Advertisement Application Document (containing cover letter, Panel specification, LED lighting detail, Planning summary, and drawing nos. 01/2521 to 01/2529 inclusive).

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

Conditions and Reasons:

- 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 proposed sign shall not exceed 300 candelas per square metre in line with recommended luminance levels as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015.

Reason: To ensure that the advertisement does not harm the character and appearance of the nearby Bloomsbury Conservation Area 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, D2, D4 and T1 of the Camden Local Plan 2017.

- 7 The proposed 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 nearby Bloomsbury Conservation Area 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, D2, D4 and T1 of the Camden Local Plan 2017.

- 8 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, D4 and T1 of the Camden Local Plan 2017.

- 9 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 A1, D4 and T1 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting advertisement consent:

The proposed 6 sheet internally (back lit) LED illuminated advertisement panel (1100mm wide x 1810mm high x 57mm deep) displayed on the south-eastern elevation of an existing public payphone kiosk is considered to be acceptable in terms of its' size, design, location, method of illumination, and luminance level. The proposed sign would replace an existing non-illuminated advertisement panel displayed in the same position, typical for an advertisement panel that forms part of the integral structure of payphone kiosks of this kind. It is accepted that all advertisements are intended to attract attention, and in this particular location in Tottenham Court Road with many existing illuminated signs, the advertisement is not considered out of character or unduly dominant, especially given the proposed low luminance level and static nature of the illumination.

In order to mitigate against any adverse impact from the display of the proposed sign, an appropriately low level of illumination would be secured by a condition attached to this consent. As such, it is not considered that the proposed sign by reason of its' illumination would cause harm to the visual amenity of the wider locality and street scene, neither would it detract from nor harm the character and appearance of the nearby Bloomsbury Conservation Area located immediately across the Tottenham Court Road, nor the Fitzrovia Area in which it is located.

Given the low luminance level and static nature of the illumination secured by

condition, then on balance, the proposed advertisement panel is not considered to be significantly harmful to neighbouring occupiers.

The outward facing panel would form an integral part of the existing payphone kiosk structure and would be located at an appropriate distance away from road and cycle route junctions, and pedestrian crossings. As the advertisement would be seen by drivers in oncoming, moving traffic, this decision includes a condition that restricts the display of moving images in order to minimise the potential hazards. On balance, the proposal is not considered to be hazardous to vehicular or pedestrian traffic, and therefore raises no public safety concerns.

Objections were received from the Crime Prevention Design Officer on the grounds that the proposed signage might conceal criminal activity and inhibit surveillance. The height (or gap) from the ground to the base of the proposed advertisement would be the same, and the proposed sign would replace an existing non-illuminated advertisement panel, so there would be no change in this regard. On balance, the proposal is not considered to significantly compromise the safety of the public in regard to increased anti-social behaviour and criminal activity in this particular locality.

The site's planning history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the nearby Bloomsbury Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

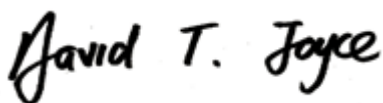
As such, the proposed development is in general accordance with policies A1, C5, D2, D4 and T1 of the Camden Local Plan 2017. The proposed development also accords with the Fitzrovia Area Action Plan 2014, the London Plan 2016, and the National Planning Policy Framework 2012.

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



David Joyce
Director of Regeneration and Planning