

Enirayetan, Oluwaseyi

From: Moreno viera Fatima <FatimaMorenoviera@tfl.gov.uk>
Sent: 20 March 2018 16:47
To: Clapham, Stuart
Cc: Planning
Subject: 2018/0860/P; 10-12 Cricklewood Broadway; 18/1091
Attachments: Guidance for Digital Roadside Advertising and Proposed Best Practice - T....pdf

Dear Camden Planning,

The following comments represent the views of Transport for London officers and are made on a “without prejudice” basis. They should not be taken to represent an indication of any subsequent Mayoral decision in relation to a planning application based on the proposed scheme. These comments also do not necessarily represent the views of the Greater London Authority.

Thanks for consulting TfL Spatial Planning on:

- **Application Number** 2018/0860/P
- **Site Address** Outside 10-12 Cricklewood Broadway
- **Proposal** Replacement of 1 x existing telephone kiosk on pavement

Many thanks for consulting TfL, with regard to the above application, TfL has the following comments:

- The site of the proposed development is also on Tottenham Court Road, which forms part of the Strategic Road Network (SRN). TfL have a duty under the Traffic Management Act 2004 to ensure that any development does not have an adverse impact on the SRN. Section 31 of the Act specifically states that the term “traffic” includes pedestrians. So the duty requires TfL to consider the movement of all road users: pedestrians and cyclists, as well as motorised vehicles – whether engaged in the transport of people or goods.
- TfL understands from statements in the application materials that this proposal for a new phone box is part of a deal between the Council and NewWorld to renew the 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 phone boxes in the public realm across Hackney.
- TfL reminds the applicant and Council that the current London Plan Policy 6.10 (Walking) refers to ‘**promoting simplified streetscape, decluttering and access for all**’ and also states that Planning Decisions ‘**should ensure high quality pedestrian environments and emphasise the quality of the pedestrian and street space**’.
- Decluttering the streetscape 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.
- At this location, the Council may choose to requests completion of an Advertising Safety Guidance Form (ASGF, see pages 17-23 of the attached guidance document) by the applicant prior to determination of the application.

TfL has no further comments.

Kind regards,

Fatima Moreno Viera

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