

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

Application Ref: **2017/5182/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

4 May 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Public Payphone
O/S 71 High Holborn
London
WC1V 6EA

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

Drawing Nos: Panel Specs; LED Light Details; Planning Summary (revised 20/11/2017); Cover Letter (revised 20/11/2017) ; 1 x Photo; Site Location Plan (revised 20/11/2017); Site Plan (revised 20/11/2017); [01/] 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529.

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 signs shall not exceed 300 candelas per square metre in line with the 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 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 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.

- 7 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.

- 8 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.

- 9 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 this part of the 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.

Informative(s):

- 1 Reasons for granting permission.

The proposed 6 sheet internally (back lit) LED illuminated advertisement panel to eastern elevation of existing public payphone is considered acceptable in terms of size, location and method of illumination. The proposed advertisement is replacing an existing non-illuminated advertising panel that forms part of the structure of the existing telephone kiosk (granted at appeal in 2010). It is accepted that all advertisements are intended to attract attention, and in this particular location on High Holborn, the advertisement is not considered out of character or unduly dominant, especially given the proposed low luminance level and static nature of the illumination which would be secured via condition. 2The impact on the visual amenity of the area would not be considered harmful and would therefore preserve the character and appearance of the Bloomsbury Conservation area.

The outward facing single advertisement panel would only be viewed in the east bound direction. Whilst the method of illumination would cause some light spill, the position of the advertising panel on the existing telephone kiosk structure would not be in any close proximity to the nearest neighbouring occupiers. On balance, the proposed advertising panel would not be considered significantly harmful to neighbouring occupiers.

The single sided advertising panel would form an integral part of the existing telephone kiosk structure and would be located at an appropriate distance from road junctions and pedestrian crossings. As the advertisement would be seen by drivers in moving traffic this decision includes a condition that restricts the display of moving images. On balance, the location of the advertisement within the structure is not considered to be hazardous to vehicular or pedestrian traffic and therefore raise 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 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.

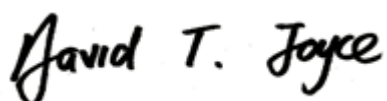
As such, the proposed development is in general accordance with policies A1, D2, D4, C5 and T1 of the Camden Local Plan. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

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

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning