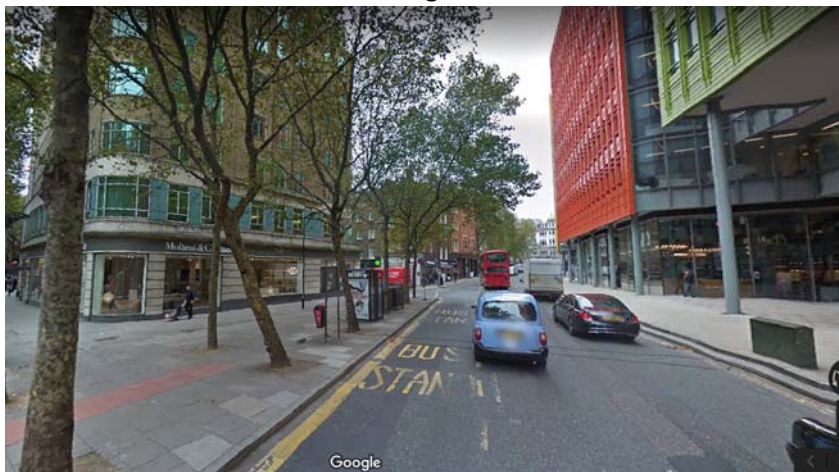


2017/5181/A

Public Payphone o/s Endeavour House, 189 Shaftesbury Avenue



View of the telephone kiosk heading towards St-Giles-in-the-Field Church with Endeavour House on the left and St Giles Piazza on the right:



Close up with Endeavour House in the background



Delegated Report		Analysis sheet	Expiry Date:	23/11/2017
(Members Briefing)		N/A	Consultation Expiry Date:	10/10/2017
Officer			Application Number(s)	
Matthias Gentet			2017/5181/A	
Application Address			Drawing Numbers	
Public Payphone O/S Endeavour House 189 Shaftesbury Avenue LONDON WC2H 8JR			See decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of a 6 sheet internally (back lit) LED illuminated advertisement panel to eastern elevation of existing public payphone.				
Recommendation(s):		Granted conditional Advertisement Consent		
Application Type:		Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	04	No. of objections	03
Summary of consultation responses:	<p>Consultations Letters were sent out on 19/09/2017 and expired on 10/10/2017 to the relevant parties.</p> <p>An objection from Shaftesbury PLC, 22 Ganton Street, Carnaby, W1F 7FD was received, summarised as follow:</p> <ul style="list-style-type: none"> - We are in full agreement with the Metropolitan Police and share their concerns regarding the anti-social behaviour connected to the telephone kiosks used for drug dealing/taking. Littering, urination and begging; - Kiosks increase street clutter and obstruct the pavements making the streetscape untidy and unattractive; - Kiosks are installed to generate other revenue through advertisements; <p><u>Officer's Response:</u> <i>The application relates solely to the replacement of the current non-illuminated advertisement with an illuminated sign. The phone box itself – which is to remain in place unchanged - doesn't form part of the proposal and is therefore not being assessed.</i></p> <p><i>See also paragraphs 1.1 to 1.5, 3.1 to 3.6 in the below email.</i></p> <p>An objection from Owner/occupier at No6 Cambridge Court, 4 Earlham Street, WC2H 9RZ was received, summarised as follow:</p> <ul style="list-style-type: none"> - Threatens the public safety; - Phone boxes used exclusively by drug dealers and takers; - Application has nothing to do with providing any amenity but simply a vehicle for profit making through advertisement. <p><u>Officer's Response:</u> <i>The application relates solely to the replacement of the current non-illuminated advertisement with an illuminated sign. The phone box itself – which is to remain in place unchanged - doesn't form part of the proposal and is therefore not being assessed.</i></p> <p><i>See also paragraphs 1.1 to 1.3 in the below report.</i></p>					
Covent Garden Community Association	<p>The Covent Garden Community Association has objected to the proposal, as follow:</p> <ol style="list-style-type: none"> 1) The proposed LED advertisement panel would add to visual clutter and detract from the character and appearance of the street scene and the conservation area contrary to CS5 and CS14 and DP24 and DP25 and policy D1 (Design) and D2 (Heritage) of the Camden Local Plan Submission Draft 2016. <p>Given the phone box's prominent location in the heart of the conservation area, the digital panel would not be read in isolation, but rather would be integrated into the character and appearance of the conservation area in general, as well as neighbouring buildings, including listed buildings.</p> <ol style="list-style-type: none"> 2) Because of its appearance, size and siting within the street scene, the telephone kiosk would harm and fail to maintain or improve (preserve or enhance) the character and appearance of the conservation area. 3) Additionally, the use of internal illumination is inappropriate and unsympathetic in a conservation area, and conflicts with Camden planning policy (see CGP1, 8.11- 					

8.15; & DP25).

Officer's Response:

The application relates solely to the replacement of the current non-illuminated advertisement with an illuminated sign. The phone box itself – which is to remain in place unchanged - doesn't form part of the proposal and is therefore not being assessed.

The illuminated advertisement would be back lit. This method of illumination makes the sign less prominent than if it was an internally illuminated LED digital screen as found on bus shelters for example. The kiosk is also somewhat obscured by the surrounding street furniture, and in particular the London Planes that are in the direct line of the advertising elevation of the phone booth. As such, the harm to the streetscape and nearby conservation areas would be substantially reduced.

See also paragraphs 1.1 to 1.5, 3.1 to 3.6 in the below email.

The Metropolitan Police

The Metropolitan Police has objected to the proposal, as follow:

1. Telephone kiosks are no longer used for their original purpose due to the fact that nearly every person is in possession of some kind of mobile device thus negating the need to use fixed land line telephone. As a result of this the phone boxes in The London Borough of Camden have now become 'crime generators' and a focal point for anti-social behaviour (ASB).
2. My own previous experience of policing Camden highlights the above ASB, ranging from witnessing the taking of Class A drugs, urination, littering, the placing of 'Prostitute Cards' and sexual activities. All of which have occurred in telephone kiosks.
3. The introduction of illuminated advertising to the telephone kiosk will only increase the above ASB, any advertising conceals the activities of what is occurring inside the actual space and prevents police or passers by seeing what or who is in there. This generates for the latter a fear of crime.
4. The extra lighting produced by the advertising will also create an added distraction to an already cluttered street space. Any CCTV monitoring the area will be effected by this and therefore any crime prevention they produce is lost.
5. For the above reasons I object to this planning application.

Officer's Response:

The application relates solely to the replacement of the current non-illuminated advertisement with an illuminated sign. The phone box itself – which is to remain in place unchanged - doesn't form part of the proposal and is therefore not being assessed.

See also paragraphs 1.1 to 1.5, 3.1 to 3.6 in the below email.

Site Description

The kiosk sits within a very large pavement area on the southern side of St Giles High Street, outside a multi-storey building (Endeavour House) with commercial at ground floor level and business/officers above - between Shaftesbury Avenue to the east and New Compton Street to the west. The rear of the kiosk is facing onto the commercial side of St Giles Piazza to the north and is sitting approximately 1.5m from the pavement kerb, between two London Planes. Various street furniture and other London planes are found in the vicinity of the telephone booth including a bus stop, bins, signs, lamp posts.

The site is not in a conservation area. However, it is 'sandwiched' between Seven Dials Conservation Area to the east, Denmark Street Conservation Area to the west and Bloomsbury Conservation Area to the north-east, and Grade II listed Shaftesbury Theatre and No83 Endell Street to the north-east and east respectively.

Relevant History

Site History

2012/3807/P – (refused on 04/09/2012 but **allowed on appeal** 11/04/2013 ref: APP/X5210/A/12/2187076) - Installation of a telephone kiosk on footway.

Adjacent Sites History

O/s No148 Holborn

2017/5184/A – (under consideration) - Display of a 6 sheet internally (back lit) LED illuminated advertisement panel to western elevation of existing public payphone.

O/s No71

2017/5181/A – (**granted** on 23/11/2017) - Display of a 6 sheet internally (back lit) LED illuminated advertisement panel to eastern elevation of existing public payphone.

Relevant policies

National Planning Policy Framework, 2012

The London Plan 2016

London Borough of Camden Local Plan 2017

D4 (Advertisements)

Camden Planning Guidance (2018)

CPG (Advertisement)

Denmark Street Conservation Area Appraisal (March 2010)

Seven Dials Estate Conservation Area Appraisal (1998)

Bloomsbury Conservation Area Appraisal (April 2011)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

1. Proposal and Background

- 1.1 This application forms part of a list of eight applications seeking advertisement consent applications for the replacement of their non-illuminated signage with internally illuminated panels at various locations within the Borough of Camden – some of which are yet to be determined.
- 1.2 The host payphone is not to be replaced or its appearance altered by the development. Only the east elevation of the public payphone is to be affected with its current poster case holder removed and replaced with a new poster case holder that includes LED illumination strips.
- 1.3 The existing telephone kiosk has been in its current location since 2013 when its installation was granted approval on appeal on 11/04/2013 ref: APP/X5210/A/12/2187076 following the Council's refusal for the application reference: 2012/3807/P on 04/09/2012 [See Relevant History above].
- 1.4 It must be noted that advertisement poster was in place on the elevation of the host kiosk at the time the site visit. There was no indication that the current and/or any previous advertisement posters were the subject of some form of illumination despite the presence of a ceiling light located under the roof of the public payphone – the light was not on at the time.
- 1.5 It must also be noted that the submission contains an error with regards the depth (thickness) of the proposed advertising panel case stated to measure 0.57m on the application form but described as measuring 57mm in the 'Panel Specification' details provided within the bundle of documents. It is understood that the correct thickness of the proposed advertising panel case to be 57mm only, and the proposal is assessed based on this correct measurement detail.
- 1.6 An informative has been added informing the applicant that *the location of the telephone kiosk which is to the subject of this Advertisement Consent application falls within the boundary lines of the West End Project. As such, the telephone kiosk may, in the future, need to be relocated slightly to facilitate the West End Project construction programme that is to commence in early 2018.*

2 Assessment

- 2.1 The principle considerations material to the determination of this application are:

- Visual Amenity (Impact of the development on the surrounding area, the conservation area and heritage assets)
- Public Safety (Impact of the development on the highway safety of pedestrians and road users)

3 Visual Amenity

- 3.1 The proposed advertising poster panel case is to be measure approximately 1.81m in height by 1.11 m in width. It is to be affixed to the east elevation of the host kiosk and will thus project out from the payphone's frame by 57mm. It is replacing a non-illuminated advertising poster panel case measuring approximately 1.81m in height by 1.06m in width, and sits within the metal frame of the kiosk. The difference in size is minute and doesn't increase the advertisement area. The small increase, however, means that the new advertising panel case is set projecting slightly away from the elevation frame.
- 3.2 CPG (Advertisement) states that 'All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the surrounding area.'
- 3.3 The Kiosk is located within a very urban environment with commercial outlets at ground floor level all around. The imposing presence of the St Giles Piazza development, with its 8+ colourful storey buildings - on raised ground - of modern architecture with the use of modern materials such as metal and glass, all of which stands in contrast with the traditional grand design of the Grade II listed Shaftesbury Theatre to the east, offers a multitude of styles that, although at the opposite end in some cases, sit alongside each other with some harmony.
- 3.4 It is worth noting that the host kiosk is not actually in a conservation area. Although it is surrounded by 3 separate conservation areas, Seven Dials Estate Conservation Area would be the most affected by the development. However, the location of the telephone booth is approximately 100m away from Seven Dials Conservation Area boundaries to the east with at least 3 substantially large London Plane lined up to the junction in the advertising elevation of the kiosk' field of vision.
- 3.5 The obstruction produced by the trees is assisting in minimising any potential negative impact the advertisement

would create. Due to the location of the kiosk – as described in paragraphs 3.3 & 3.4 above – it is felt that any harm to the streetscape and adjacent conservation areas by the proposed back lit method of illumination would be minimal.

3.6 As such, the 6 sheet internally (back lit) LED illuminated advertisement panel is considered to be acceptable in terms of its size, design, location and method of illumination, and would not be detrimental to the character and appearance of the surrounding locale, buildings and adjacent conservation areas.

4 Public Safety

4.1 Policy D4 of the Camden Local Plan 2017 states that Highway safety, with a focus on vulnerable road users should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users; distract road users because of their unusual nature; disrupt the free flow of pedestrians; or endanger pedestrians forcing them to step on to the road.

4.2 The type of illumination hereby proposed would clearly enhance the visibility of the advertising panel. The introduction of illumination raises concerns about potential impacts on the safety of road users, particularly vulnerable road users such as cyclists and pedestrians. However, such concerns can be addressed by limiting the levels of illumination, thereby minimising glare. Conditions controlling the level of luminance have been added.

4.3 As such, it is therefore not to an issue warranting a refusal based on pedestrians and highway safety, and the method of illumination is therefore considered acceptable.

5. Conclusion

5.1 The proposed internally illuminated advertisement panel by reasons of its design, location and method of illumination is considered to be acceptable and would preserve the character and appearance of the locale and surrounding conservation areas in accordance to policy D4.

6. Recommendation

6.1 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 Monday 18th June 2018 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'.

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

Application Ref: **2017/5181/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

7 June 2018

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Public Payphone
O/S Endeavour House
189 Shaftesbury Avenue
LONDON
WC2H 8JR**

DECISION

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; Cover Letter (revised 20/11/2017) ; 1 x Photo; Site Location Plan; Site Plan; [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.

Executive Director Supporting Communities



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.

REASON: To ensure that the advertisement does not harm the character and appearance of the nearby of the Seven Dials and 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 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 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 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 the nearby Seven Dials and Bloomsbury Conservation Areas 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 D4 and T1 of the Camden Local Plan.

Informative(s):

- 1 The applicant is to be made aware that the location of the telephone kiosk which is to the subject of this Advertisement Consent application falls within the boundary lines of the West End Project. As such, the telephone kiosk may, in the future, need to be relocated slightly to facilitate the West End Project construction programme that is to commence in early 2018.

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

DRAFT

DECISION