

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**

25 June 2018

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**

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.



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 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 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 A1, D2, D4 and T1 of the Camden Local Plan.

Informative(s):

1

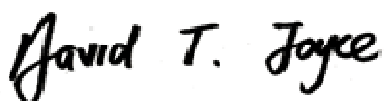
The applicant is to be made aware that the location of the telephone kiosk which is to the subject of this Advertisement Consent application falls within the boundary lines of the West End Project. As such, the telephone kiosk may, in the future, need to be relocated slightly to facilitate the West End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



David Joyce
Director of Regeneration and Planning