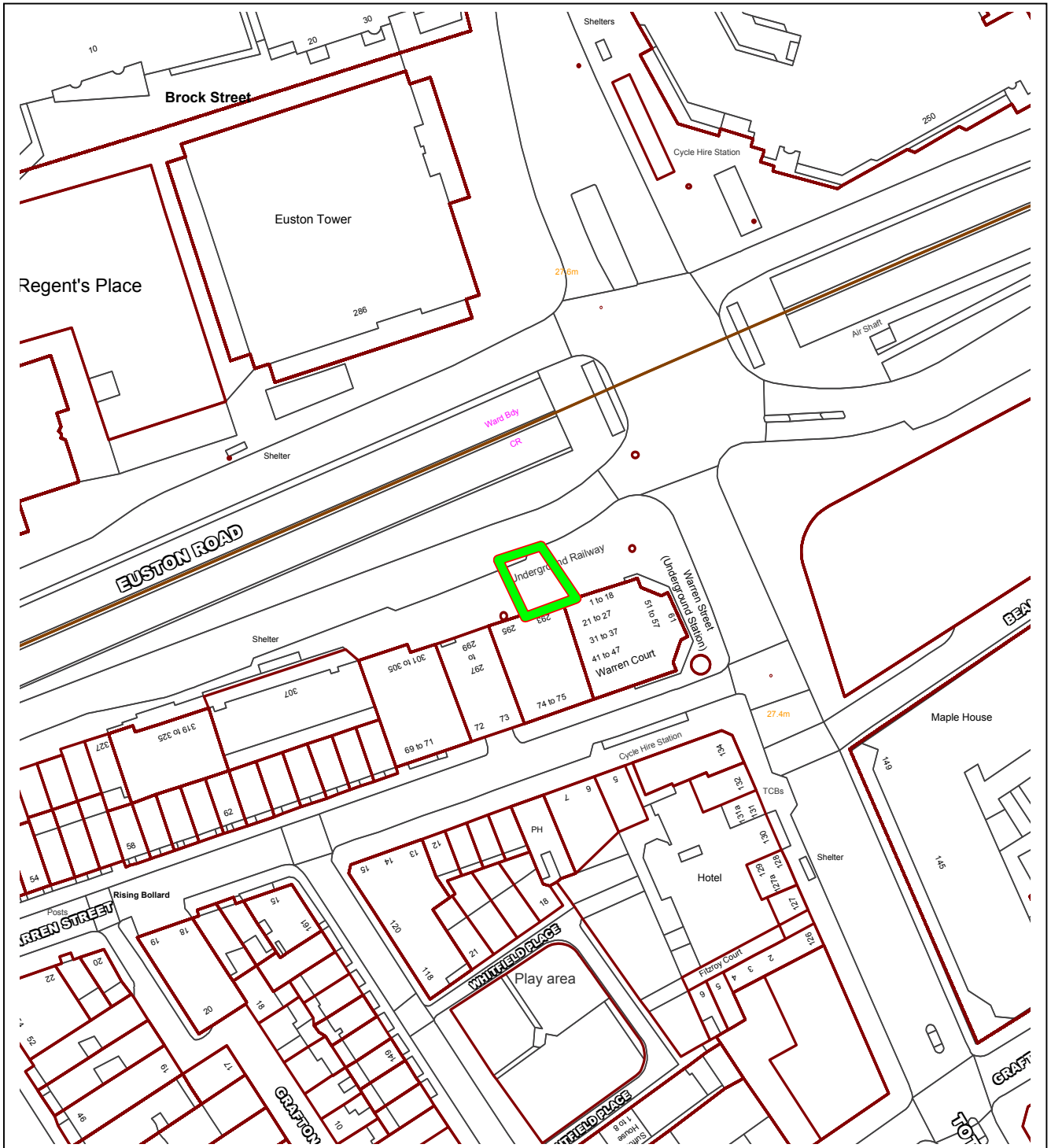


Telephone kiosk outside 295 Euston Road

2018/0899/P and 2018/0970/A



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.



Photo 1: Existing kiosk at 295 Euston Road (to be replaced). BT Kiosk to right will be unaffected.



Photo 2: Existing kiosk at 295 Euston Road (to be replaced).



Photo 3: Kiosk at 295 Euston Road (left) (to be replaced). BT Kiosk to right will be unaffected.



Photo 4: Kiosk at 152 Euston Road (Jnc North Gower Street) (Left) to be removed under Section 278 Agreement (no replacement). BT kiosk to right will be unaffected.



Photo 5: Kiosk at 124 Robert Street, (Jnc Albany Street) (left). To be removed without replacement (secured by Section 278 Agreement). BT kiosk to the right will be unaffected.

Delegated Report (Members Briefing)		Analysis sheet N/A / attached		Expiry Date:	11/04/2018
				Consultation Expiry Date:	27/03/2018
Officer			Application Number(s)		
Stuart Clapham			(1) 2018/0899/P (2) 2018/0970/A		
Application Address			Drawing Numbers		
Telephone Kiosk outside 295 Euston Road London NW1 3AD			Refer to draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
<p>(1) Erection of freestanding telephone kiosk providing phone and Wi-Fi facilities, location based information, payment facilities with 1 x LCD illuminated digital advertisement following the removal of 2 x telephone kiosks.</p> <p>(2) Display of 1 x LCD illuminated digital advertisement to telephone kiosk.</p>					
Recommendation(s):		Prior Approval Required – Approval Granted subject to S278 legal agreement Advertising Consent Granted			
Application Types:		GPDO Prior Approval Determination Advertisement Consent application			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notices					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	01	No. of objections	01
Summary of consultation responses:	<p><u>A site notice was displayed on 06/03/2018 and expired on 27/03/2018.</u></p> <p>Metropolitan Police – Designing Out Crime Officer does not object to the scheme but makes the following comments and recommendations:</p> <ol style="list-style-type: none"> 1. Phone boxes in The London Borough of Camden have become 'crime generators' and a focal point for anti-social behaviour (ASB). As such, the removal of two closed traditional phone boxes and replacement with a single modern and better designed pay phone is welcome. 2. There is a need for a detailed maintenance and management plan to prevent the kiosk falling in a state of disrepair and attracting crime and anti-social behaviour in line with the 'broken window' principle. 3. The long side of the kiosk should be set to the road to reduce the opportunity for aggressive begging involving organised criminal networks 4. Light levels from the advertising should be sensitive to CCTV in the area 5. The overall reduction in the number of kiosks in the borough should contribute to reducing crime levels. <p>Camden Council's Transport Strategy department does not object, but has the following comments:</p> <ol style="list-style-type: none"> 6. The digital advertising would be contrary to TfL's 'Guidance for Digital Roadside Advertising and Proposed Best Practice' in being located within 20 metres of traffic signals and not located directly adjacent to the kerb. However, it would be in an existing street furniture zone and not constitute a hazard to road users on account of the width of the kerb. <p>TfL has no objection to the proposal.</p> <p>The Council's Access Officer objected to the design of the kiosks on the grounds that:</p> <ol style="list-style-type: none"> 7. The telephone controls were located too high (1200mm) to facilitate inclusive access. 8. The booths are not big enough to be inclusive and accessible to all and should have a floor space of 1850 x 1200mm. 9. A kneehole should be provided at least 500mm deep and 700mm high to allow ease of access for wheelchair users. 10. A fold down seat (450-520mm high) or a perch seat (650-800mm high) should be provided for the convenience of people with ambulant mobility impairments. <p><u>Officer response</u></p> <ol style="list-style-type: none"> 1. See Assessment section 6. It is noted that three existing kiosks (not two as per comment) are to be removed. 2. See Assessment section 6.4 3. See Assessment section 2.8 (Placement) 4. See Assessment section 8.1 (CCTV) 					

	<ol style="list-style-type: none"> 5. See Assessment section 6 6. N/a 7. See Assessment section 5.2 8. See Assessment section 5.3 9. See Assessment section 5.3 10. See Assessment section 5.3
<p>The Fitzrovia Partnership (BID)</p>	<p>The Fitzrovia Partnership objects to the application on the following grounds:</p> <ol style="list-style-type: none"> 1. Concerns around poor management and maintenance of telephone kiosks, including cleaning, replacement of broken parts and dumping of rubbish 2. Telephone kiosks in the area attract anti-social behaviour including placement of advertisements for prostitutes and begging 3. Use of the enclosed space for drug-taking <p>Officer response</p> <ol style="list-style-type: none"> 1. See assessment point 6.3. 2. See assessment point 6.2 3. See assessment point 6.2

Site Description

The application site comprises of an area of the footway adjacent to No. 295 Euston Road, on the south-western side of the street. The site is located on a 15m wide pavement within a street-furniture zone comprised of three trees and three phone kiosks, set 9m from the kerb.

The site lies outside of Warren Street Underground station in the Fitzrovia area of the Central London Area. The site is located on Euston Road which is part of Transport for London's (TfL's) Road Network (TLRN).

Relevant History

This site

2018/0315/P Land Adjacent to Warren Street Underground Station, Euston Road. Installation of 1 x telephone kiosk on the pavement. GPDO Prior Approval Required – Approval Refused 15/03/2018

Neighbouring sites:

2017/2494/P Pavement outside 286 Euston Road GPDO Prior Approval Required – Approval Refused 21/06/2017

Relevant policies

National Planning Policy Framework (2018)

London Plan (2016)

Draft New London Plan (2017)

TfL's Pedestrian Comfort Guidance for London (2010)

Camden Local Plan (2017)

A1 Managing the impact of development

C5 Safety and Security

C6 Access

D1 Design

D2 Heritage

D4 Advertisements

T1 Prioritising walking, cycling and public transport

Camden Planning Guidance

CPG1 Design (July 2015 updated March 2018)

CPG7 Transport (September 2011)

Camden Streetscape Design Manual

Assessment

1.0 Proposal

- 1.1 Confirmation is sought as to whether the installation of a telephone kiosk would require prior approval under Part 16 of Schedule 2 of the GPDO. The order permits the Council to only consider matters of siting and appearance in determining GPDO prior approval applications. The potential impact on crime and public safety are relevant considerations under siting.
- 1.2 The proposed telephone kiosk would replace an existing kiosk at the same location, and would also be conditional on the removal of an additional 2 existing kiosks (one at 124 Robert Street, (Jnc Albany Street) and one at 152 Euston Road (Jnc North Gower Street)). The application would therefore lead to a net reduction of 2 kiosks. The applicant would also agree to pay for the cost of the planting of a street tree in the Borough's public realm and its maintenance for three

years. This application forms part of a package of applications submitted for 26 sites in the Borough, which would result in the net removal of 45 telephone kiosks (63% of the applicant's estate).

- 1.3 The kiosk would have a footprint of 1.10m by 0.76m with an overall height of 2.45m, and would be located on the south western pedestrian footway along Euston Road, adjacent to Warren Street Underground Station. It will be on the site of the existing kiosk and will have an additional width of 15cm.
- 1.4 It would have a powder coated metal frame with reinforced laminated glass on one side, and a black plastic roof, with a design loosely based on the BT K2 payphone. To the rear will be a digital advertising display measuring 1.65x0.92m. To the inside of the kiosk, the controls will be placed at a height of 1.06m, with a 24-inch digital display used for local wayfinding information.

2 Assessment

- 2.1 Policy A1 states that the Council will seek to ensure development contributes towards strong and successful communities by balancing the needs of development with the needs and characteristics of local areas and communities, and that the Council will resist development that fails to adequately assess and address transport impacts affecting communities, occupiers, neighbours and the existing transport network. Paragraph 6.10 states that the Council will expect works affecting the highway network to consider highway safety, with a focus on vulnerable road users, including the provision of adequate sightlines for vehicles, and that development should address the needs of vulnerable or disabled users. Furthermore, Policy T1 point e) states that the Council will seek to ensure that developments provide high quality footpaths and pavements that are wide enough for the number of people expected to use them, including features to assist vulnerable road users where appropriate. Paragraph 8.9 of CPG7 (Transport) highlights that footways should be wide enough for two people using wheelchairs, or prams, to pass each other.
- 2.2 Camden's Streetscape Design manual – section 3.01 footway width states the following:
 - “Clear footway” is not the distance from kerb to boundary wall, but the unobstructed pathway width within the footway;
 - 1.8 metres is minimum width needed for two adults passing;
 - 3 metres is minimum width for busy pedestrian street though greater widths are usually required;
 - Keeping the footway width visually free of street furniture is also important, allowing clear sightlines along the street’.
- 2.3 All development affecting footways in Camden is also expected to comply with Appendix B of Transport for London's (TfL's) Pedestrian Comfort Guidance, which notes that active and high flow locations must provide a minimum 2.2m and 3.3m of 'clear footway width' (respectively) for the safe and comfortable movement of pedestrians.
- 2.4 Policy T1 states that the Council will promote sustainable transport choices by prioritising walking, cycling and public transport use and that development should ensure that sustainable transport will be the primary means of travel to and from the site. Policy T1 points a) and b) state that in order to promote walking in the borough and improve the pedestrian environment, the Council will seek to ensure that developments improve the pedestrian environment by supporting high quality improvement works, and make improvements to the pedestrian environment including the provision of high quality safe road crossings where needed, seating, signage and landscaping.
- 2.5 Policy T1 (Public Transport) states that where appropriate, development will be required to provide for interchanging between different modes of transport including facilities to make

interchange easy and convenient for all users and maintain passenger comfort.

2.6 Paragraph 8.6 of CPG7 (Transport) seeks improvements to streets and spaces to ensure good quality access and circulation arrangements for all. Ensuring the following:

- Safety of vulnerable road users, including children, elderly people and people with mobility difficulties, sight impairments and other disabilities;
- Maximising pedestrian accessibility and minimising journey times;
- Providing stretches of continuous public footways without public highway crossings;
- Linking to, maintaining, extending and improving the network pedestrian pathways;
- Providing a high quality environment in terms of appearance, design and construction, paying attention to Conservation Areas;
- Use of paving surfaces which enhance ease of movement for vulnerable road users; and,
- Avoiding street clutter and minimising the risk of pedestrian routes being obstructed or narrowed e.g. by pavement parking or by street furniture.

2.7 Policy C5 requires development to contribute to community safety and security, and paragraph 4.89 of Policy C5 states that the design of streets needs to be accessible, safe and uncluttered, with careful consideration given to the design and location of any street furniture or equipment. Paragraphs 9.26 and 9.27 of CPG1 (Design) advise that the proposed placement of a new phone kiosk needs to be considered to ensure that it has a limited impact on the sightlines of the footway, and that the size of the kiosk should be minimised to limit its impact on the streetscene and to decrease opportunities for crime and anti-social behaviour.

2.8 Digital advertising is expected to comply with 'Guidance for Digital Roadside Advertising and Proposed Best Practice'. The document was commissioned by Transport for London and was published in March 2013. This states that roadside digital advertising is best oriented to face the oncoming driver, and that there is the potential conflict where digital advertising is placed in proximity to traffic signs or signals, or where they obstruct important sight line at corners, bends or at a junction, or at any point of access to the highway. In terms of lighting, the guidance considers that a night-time range of 100-300 cd/m² would generally be appropriate.

3 Siting

3.1 The application site is located on a pavement measuring roughly 15m wide. This area of the footway consistently experiences active pedestrian flows, due to its location outside of Warren Street Underground Station and its close proximity to offices and shops.

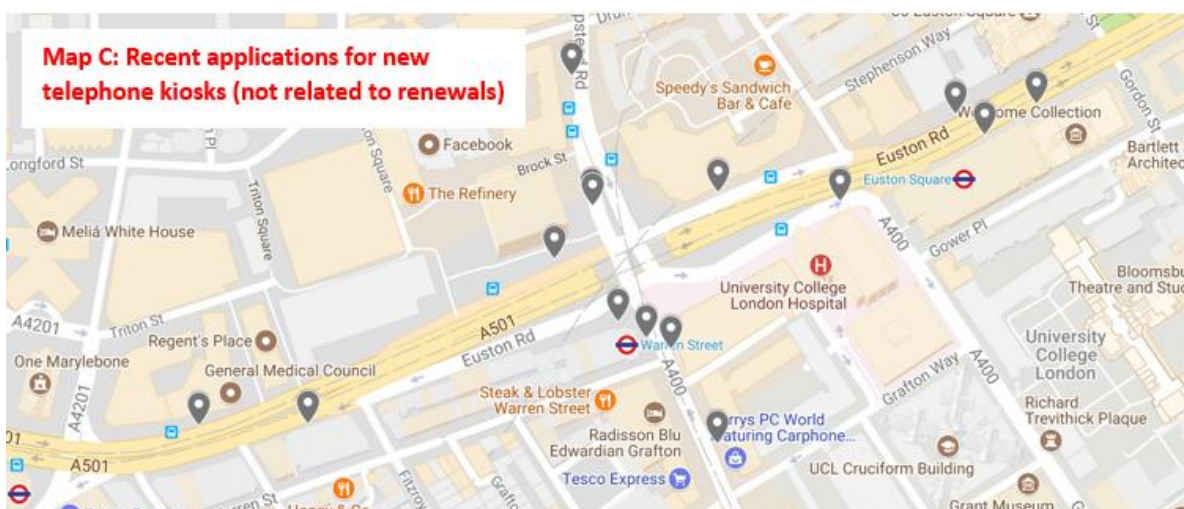
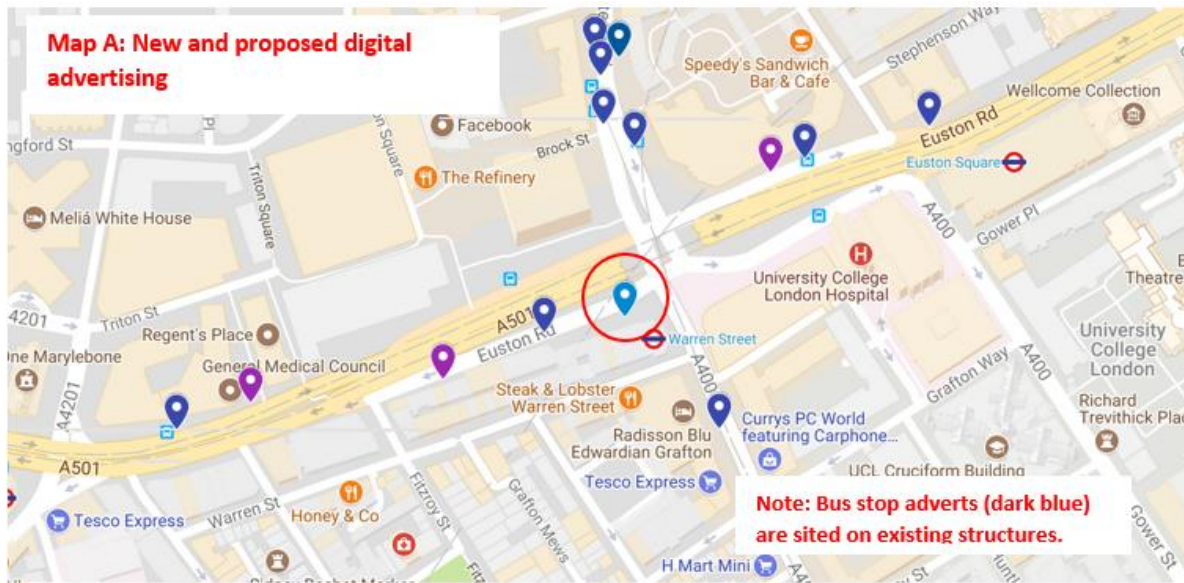
3.2 Section 3.01 of Camden's Streetscape Design Manual requires a minimum unobstructed pathway width within the footway, known as the 'clear footway'. This guidance and Appendix B of TfL's Pedestrian Comfort Guidance, outlines the recommended minimum footway widths for different levels of pedestrian flows.

3.3 The footprint of the proposed telephone kiosk measures 1.10m by 0.76m. The orientation of the kiosk would be perpendicular to the highway, with the advertising display facing the oncoming traffic. The proposal would therefore result in the loss of 0.1m of the effective footway compared to the current situation. This is however considered acceptable given the width of the existing footway.

3.4 The site is approximately 120m from an existing BT Link panel (purple on map A below) on the same side of the road, and 50m from a TfL bus shelter with a consented digital advertising screen (dark blue). There are two further BT Link panels within 300m on Euston Road, and 3 further digital advertising panels attached to bus shelters (though all on the north side and not therefore easily visible from the southern pedestrian footway).

3.5 Were the applications for telephone kiosks all to be approved, a total of 2 existing telephone kiosks would be removed from Euston Road (light green on map B below), one linked to this

application. An additional kiosk was previously removed on condition of the erection of the BT Link unit (dark green). There have been a number of recent applications for telephone kiosks along this section of Euston Road in the last three years (grey on Map C below), all of which have been refused. It is possible that these may, moving forward, be allowed on appeal however.



3.6 Policy A1 emphasises that it is important that development balances the needs of development with the needs and characteristics of local areas and communities and ties into the existing transport network. Given there are already nine existing telephone kiosks located within approximately 150m of the site, it is considered that a net reduction of 2 kiosks will enhance

pedestrian comfort, promote sustainable travel and enhance the visual amenity of the local public realm without making any negative impact in access to local services. The proposals would therefore be supportive of policies A1 and T1.

4 Design and Appearance

- 4.1 Policy D1 aims to ensure the highest design standards for developments. Policy D1 states that the Council will require all developments to be of the highest standard of design and to respect the character, setting, form and scale of neighbouring buildings, its contribution to the public realm, and its impact on wider views and vistas.
- 4.2 The kiosks to be removed are visually prominent and detract from the quality of the local public realm. Their removal and replacement with a single more modern telephone kiosk would enhance the visual amenity of the area through the reduction of unnecessary and unattractive street clutter.
- 4.3 The proposed structure is considered to be of a poor design in terms of size, scale, massing and proposed materials. The colour of the new structure is however considered to cause less harm to local visual amenity than the existing kiosks. It is considered as a poor pastiche of the classic K2 phone box which, on account of its increased width and more conspicuous design would be more prominent on the streetscape than the existing kiosks which they replace. Nevertheless, considering the poor state of repair of the existing kiosks, and the net reduction in the overall proliferation of telephone kiosks resulting from the proposal, the proposed kiosk would result in an overall enhancement to the visual amenity of the nearby streetscape. As such, the proposal would be in compliance with Policy D1.

5 Access (considered as part of design)

- 5.1 Policy C6 requires new buildings and places to meet the highest practicable standards of accessible and inclusive design.
- 5.2 The proposed kiosk design would be of an open design, therefore facilitating the access of wheelchair users. Following discussions with the applicant, the height of the telephone controls has been lowered to 1.06m, providing enhanced access to children, people of short stature and wheelchair and scooter users.
- 5.3 The absence of a perch seat as highlighted by the access officer was considered acceptable on balance in that the kiosk would be accessible to wheelchair users, and that the provision of a perch seat would also generate opportunities for crime and antisocial behaviour. The width of the kiosk and absence of a knee-hole was not considered an impediment to access for wheelchair and mobility scooter users on account of the open design, while the additional width and depth implied by this would reduce the effective footway and have a detrimental impact on the broader pedestrian environment and public realm. As such, the kiosk is considered acceptable in terms of providing access for all, in support of Policy C6.

6 Anti-social behaviour

- 6.1 With regards to community safety matters, a number of issues have been raised by the Metropolitan Police Crime Designing Out Crime Officer, in particular that phone boxes in The London Borough of Camden have become 'crime generators' and a focal point for anti-social behaviour (ASB), including the taking of Class A drugs, urination, defecation, littering, the placing of 'Prostitute Cards', graffiti, sexual activities and a fixed location for aggressive begging linked to organised criminal groups. The poor maintenance of telephone kiosks is also considered to increased criminal activity and anti-social behaviour by degrading the character of the local public realm.
- 6.2 While the placing of a telephone kiosk at this site would reduce sight lines and natural surveillance in the area, and provide a potential opportunity for an offender to loiter, the open

nature of the kiosk design and the removal of three existing enclosed structures in the street would result in a net reduction opportunities for crime and anti-social behaviour. Furthermore, the modern new kiosk will replace three poorly maintained kiosks which act as attractors of crime and ASB by nature of their detracting from the appearance of the public realm.

6.3 The maintenance and repair of the kiosk would be secured by a Section 278 agreement.

6.4 As such, the proposal would therefore be compliant with Policy C5 and CPG1 (Design).

7 Trees

7.1 The applicant would provide for the planting of a street tree in the public realm (and maintenance for three years), to be secured by a Section 278 agreement. This would provide some public benefit in terms of enhancement of quality of the pedestrian environment and weight is therefore complies with policy A1 It is however noted that this weight is limited relative to the primary consideration of reduction of street clutter in the public realm.

8 Advertisement

8.1 The advertising kiosk will feature two digital screens, comprising of an advertising panel on the rear measuring 1650 x 928mm (facing oncoming traffic) with a maximum luminance of 2500 cd/m² and another screen next to the telephone control measuring 532 x 299mm used for wayfinding information (up to 1500 cd/m² luminance). During periods of darkness, the display's illumination would be restricted by condition to a maximum brightness of 280cd/m². The advertising panels will show static advertising images in sequence, changing no more frequently than every 10 seconds. This is in line with the TfL guidance. The advertising is not sited close to any public CCTV.

8.2 The proposed digital screen display units are considered acceptable in terms of size, location and method of illumination. Whilst it is accepted that all advertisements are intended to attract attention, the positions of the advertisements would not be considered unduly dominant in the street scene. Whilst the method of illumination would cause some light spill, the position of the screens on the structure would be an appropriate distance facing away from the nearest neighbouring occupiers which are in commercial use. On balance, the proposed screens would not be considered significantly harmful to neighbouring occupiers.

8.3 In terms of size, siting and method of illumination the proposal is not considered detrimental to highways safety. The advertising panel 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 locations of the advertisements within the structure are not considered to be hazardous to vehicular or pedestrian traffic and therefore raise no public safety concerns.

8.4 The applicant has offered to provide the Council with one ten second slot of advertising time per hour without cost, which would be secured under a Section 278 Agreement. The council's position is that such an arrangement would not be practical for the LPA in terms of ongoing management.

8.5 Overall, the provision of digital advertising on the public highway would be considered detrimental to visual amenity of the public highway. It is however recognised that digital advertising screen would be essential to the feasibility of the replacement telephone kiosk and associated public benefits in terms of removal of 2 life-expired telephone kiosks, planting of a street tree in the public realm and provision of free public wifi. The overall benefits to amenity and public safety are considered to significantly outweigh the harm. On balance, therefore, the principle of digital advertising associated with the replacement kiosk is therefore considered acceptable.

9 Conclusion

- 9.1 The kiosk, by nature of its detailed design and associated condition for the removal of 2 existing kiosks and planting of a tree in the borough's public realm, would result in the enhancement of the visual amenity of the local area, more inclusive access and a reduction in the opportunity for crime and anti-social behaviour in the immediate vicinity. Policies A1, C6, D1 and G1.
- 9.2 The kiosk, by nature of its siting and associated condition for the removal of 3 existing kiosks and planting of a tree in the borough's public realm, would result in an overall improvement to the quality of the pedestrian environment, consistent with policy T1.
- 9.3 The advertisement would be acceptable in its size, location and method and intensity of illumination. Its placement would not be considered hazardous to vehicular or pedestrian traffic, and would be consistent with policy D4.
- 9.4 The proposal would only be acceptable subject to the applicant entering into a Section 278 Legal Agreement with the council with the following heads of terms
- Kiosk removal (as detailed above)
 - Tree planting (as detailed above)
 - Kiosk cleaning and maintenance.
 - Provision of free public Wi-Fi

10 Recommendation

- 10.1 Require and grant GPDO Prior Approval subject to S278 legal agreement.
- 10.2 Approve 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 6th August 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 Richard Wilson
New World Payphones
33 Golden Square
London
W1F 9JT

Application Ref: **2018/0899/P**
Please ask for: **Stuart Clapham**
Telephone: 020 7974 **3688**

1 August 2018

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)
Prior Approval Required - Approval Given

Address:
Telephone Kiosk outside 295 Euston Road
London
NW1 3AD

Proposal:

Erection of freestanding telephone kiosk providing phone and Wi-Fi facilities, location based information, payment facilities with 1 x LCD illuminated digital advertisement following the removal of 2 x telephone kiosks.

Drawing Nos: Site Location Plan, Cover Letter (dated 16/02/2018), Specifications document (Rev. A), Proposed Site Plan (PY3292/028)

The Council has considered your application for prior approval of siting and appearance in respect of the telecommunications equipment described above and hereby determines that prior approval is required and **gives approval**.

Condition(s) and Reason(s):

Informative(s):

Executive Director Supporting Communities



- 1 You are advised that the telecommunications equipment cabinet hereby approved should be maintained in good condition for as long as it remains in place. The cabinet should be kept free of posters and graffiti and repainted if the cabinet becomes damaged or worn.
- 2 Permission is hereby granted on the understanding that the 3 x kiosks currently in situ at the locations described on the cover letter are to be removed prior to the erection of the new kiosk.
- 3 Your attention is drawn to the fact that there is a separate legal agreement with the Council which relates to the development for which this permission is granted. Information/drawings relating to the discharge of matters covered by the Heads of Terms of the legal agreement should be marked for the attention of the Planning Obligations Officer, Sites Team, Camden Town Hall, Argyle Street, WC1H 8EQ.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

Yours faithfully

Director of Regeneration and Planning

DECISION

Mr Richard Wilson
New World Payphones
33 Golden Square
London
W1F 9JT

Application Ref: **2018/0970/A**
Please ask for: **Stuart Clapham**
Telephone: 020 7974 **3688**

27 April 2018

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Telephone Kiosk outside 295 Euston Road
London
NW1 3AD

DECISION

Proposal:
Display of 1 x LCD illuminated digital advertisement to telephone kiosk.

Drawing Nos: Site Location Plan, Cover Letter (dated 16/02/2018), Specifications Document (Rev. A), PY3292/028 (Proposed Site Plan).

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

Executive Director Supporting Communities



- (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 digital signs shall not exceed 2500 candelas per square metre during the day and 400 candelas per square metre during the hours of darkness in line with the maximum 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 digital 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 the street scene 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 policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

- 7 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 streetscene 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 policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

- 8 The minimum display time for each advertisement shall be 10 seconds.

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene 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 policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

- 9 The interval between advertisements shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including fading, swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

Reason: To ensure that the advertisement does not harm the character and appearance of this part of the streetscene 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 policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

- 10 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 policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

- 11 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 policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

- 12 No music or sound shall be emitted from the advertisements.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

Informative(s):

1

In dealing with the application, the Council has sought to work with the applicant in a positive and creative way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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