

Application ref: 2018/0619/P  
Contact: Kristina Smith  
Tel: 020 7974 4986  
Date: 2 August 2018

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[camden.gov.uk](http://camden.gov.uk)

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk](http://www.camden.gov.uk)

InLinkUK  
The MET Building  
22 Percy Street  
London  
W1T 2BU

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted Subject to a Section 106 Legal Agreement**

Address:

**o/s no. 29-31 Hampstead Road (Opp No. 54)**

Proposal:

Erection of freestanding BT Panel providing phone and Wi-Fi facilities, with 2 x internally illuminated digital advertisements.

Drawing Nos: CMD-123-LP-V1; CMD-123-EP-V1; CMD-123-EL-V1; CMD-123-SP-V1; D0002 V3; Cover Letter (dated 02.02.18); Planning, Design and Access Statement prepared by InLink UK to include Proposed Schedule of Operating Conditions - InLinkUK Advertising Screens; Guidance for Digital Roadside Advertising and Proposed Best Practice prepared by Waterman Group (dated 04/03/2013)

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the

following approved plans: CMD-123-LP-V1; CMD-123-EP-V1; CMD-123-EL-V1; CMD-123-SP-V1; D0002 V3; Cover Letter (dated 02.02.18); Planning, Design and Access Statement prepared by InLink UK to include Proposed Schedule of Operating Conditions - InLinkUK Advertising Screens; Guidance for Digital Roadside Advertising and Proposed Best Practice prepared by Waterman Group (dated 04/03/2013)

Reason:

For the avoidance of doubt and in the interest of proper planning.

- 3 The structure hereby permitted shall be removed from the land on which it is situated as soon as reasonably practicable after it is no longer required for telecommunication purposes.

Reason: In order to minimize the impact on the appearance of the streetscene and the highway in accordance with the requirements of policies D1 (Design), A1 (Managing the impact of development), T1 (Prioritising walking, cycling and public transport) and T3 (Transport infrastructure) of London Borough of Camden Local Plan 2017.

- 4 All surface materials should match the existing adjacent surface materials.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 (Design) of the London Borough of Camden Local Plan 2017.

- 5 The developer shall enter in to a legal agreement under section 278 of the Highways Act 1980 and other local authority powers to carry out the development hereby approved.

Reason: To safeguard the amenities of the adjoining premises and the area generally, minimize the impact on the character and appearance of the streetscene and the highway, in accordance with the requirements of policies D1 (Design), A1 (Managing the impact of development) and T1 (Prioritising walking, cycling and public transport), A4 (Noise and vibration), C5 (Safety and security), T3 (Transport infrastructure) of London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission.

This application is part of a wider scheme seeking to replace traditional phone kiosks with new phone structures known as BT InLink units. The scheme involves the replacement of a 2 existing BT telephone kiosks with a new standalone structure which would measure 2.9m in height, 0.79m wide at ground increasing to 0.89m at the top of the structure and 0.24m deep. Planning permission is sought for the structure with 2 x digital advertisement panels on each face and services to include, WIFI, free calls, local search apps and rapid mobile phone charging. This application is part of a wider scheme which looks to remove approx. ratio of at least 2.4:1 of existing BT phone kiosks within the immediate proximity of the site.

The proposed materials are of a high quality durable nature and include a robust aluminium superstructure with ribbed panelling to eliminate flat surfaces prone to vandalism. The design of the structure has a vertical emphasis to reduce the footprint on the ground. The depth of unit would be 274mm compared with the telephone kiosks with an overall reduction of footprint of 150%. The new kiosk by reason of its design and significantly reduced footprint would give a slender, elegant appearance.

The site is located on a sufficiently wide section of pavement of approx. 10.7m with the nearest ground floor level uses being retail and offices. The proposed plan indicates that the effective footway width between the BT InLink unit and the adjacent property boundary would be 9.3m which is an acceptable distance for the proposal to not have a significant impact on pedestrian amenity, comfort or safety. The unit would be located within the defined street furniture zone that consists of lamp columns and sign posts.

The site is located alongside a bus lane but set away from the adjacent bus stopping area. It is located an acceptable distance from main junctions or traffic signals, and the footfall along the pavement is low outside of peak commuting hours and therefore the unit would not be an obstruction to pedestrian flow. Camden's Streetscape Design Manual section 4.01, together with TfL's Pedestrian Comfort Guidance, states that street furniture should be placed a minimum of 0.45m back from the carriageway. The unit would be located 0.45m from the kerb and would a minimum of 8.8m when in use (based on a wheelchair user occupying 0.5m of the pavement). Officers consider this is sufficient to allow enough space to free movement of people, retail customers and InLink unit users, in line with TfL guidance and Camden policies and guidance.

It is proposed that a kiosk on Hampstead Road and another on Tottenham Court Road is removed. Their removal would be a significant benefit to the pedestrian environment and the latter would support the aims of the forthcoming West End Project.

The new InLink units represent an opportunity to reduce the potential for various crimes and improve community safety. Unlike the existing phone kiosks, the new structures will be used in the open and users will be visible within the wider streetscene and have been designed to be resistant to graffiti or damage. As mentioned, the new units will also result in the removal of existing kiosks which by their very nature attract various ASB such as drug use and vandalism.

This application is part of a group of applications which, collectively, have been connected to a single Section 278 legal agreement (due to the site being located on the public highway) to secure the removal of existing phone kiosks before the proposed application is implemented, and a service management plan to ensure the structure and its features are maintained.

2

The site's planning history has been taken into account when coming to this decision.

On balance there are benefits resulting from the proposed removal of the 2no. existing phone kiosk in terms of the reduction in street clutter and improvement in community safety. As such, the proposed development is in general accordance with policies A1, D1, D4, C5 and T1 of the Camden Local Plan 2017.

- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 4 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 5 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 paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



David Joyce  
Director of Regeneration and Planning