

Application ref: 2018/0615/P  
Contact: Nora-Andreea Constantinescu  
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Date: 2 August 2018

**Development Management**  
Regeneration and Planning  
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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. 338 Euston Road**  
**NW1 3BG**  
**London**

Proposal:

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

Drawing Nos: Site location plan; CMD-148-SP-V1; CMD-148-EL-V2; D0002 V3; Cover Letter dated 2/02/2018; Planning, Design and Access Statement prepared 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:

Site location plan; CMD-148-SP-V1; CMD-148-EL-V2; D0002 V3; Cover Letter dated 2/02/2018; Planning, Design and Access Statement prepared 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, A1, T1 and T3 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 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), 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 InLink Units. The scheme involves the installation of a sand alone 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. This installation would result in removal of 2 x existing BT telephone kiosks. 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 and 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 appearance.

The application site is located on a wide section of pavement away from the frontage of the office building, and in comparison to the 2 x kiosks it is replacing it is not considered to be harmful to the streetscene. The application site is part of the Central London area, and it does not lie within a conservation area.

The proposed InLink would sit at the end of the alleyway within the public realm office buildings at nos. 338 and 350 Euston Road, which have generous set-back from street. The pavement in this location has a width of approximately 10m from the front elevation of the office building in the proposed InLink location. The pavement experiences high footfall due its Central London location. 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. However, due to the extended public realm area in this location, InLink would be set in by 2.13m from the kerb which would allow over 7m distance to the elevation of no. 338 Euston Road, which is in line with TfL guidance and Camden policies and guidance.

This application is part of a group of applications which, collectively, have been connected to a Section 278 legal agreement (due to the site being located on the public highway) to secure the removal of 2no. existing phone kiosks, 1no. outside nos. 152-156 North Gower Street (Euston Road junction with North Gower Street) and 1no. outside nos. 13 Fitzroy Street. The agreement includes a service management plan to ensure the structure and its features are maintained.

There are concerns with the links between ASB and phone kiosks, due to their design they provide opportunities for various levels crime. The removal of the kiosks and the potential for ASB is therefore welcomed. The new structures by reason of their design will be used in the open and users will be located adjacent to the pedestrian flow and due to the sleek design users will be visible from the wider streetscene. The unit would be sited on a very busy road with offices and therefore it will be sufficient natural surveillance. As outlined above the structures have been designed to be resistant to graffiti or damage. An obligation is recommended to ensure the link units are regularly maintained.

No objections were received prior to making this decision. The site's planning history has been taken into account when coming to this decision.

- 2 On balance there are benefits resulting from the proposed removal of the 2x existing phone kiosk in terms of the reduction in clutter, design, crime and highway issues. As such, the proposed development is in general accordance with policies A1, D1, D4, C6, T1 and C5 of the London Borough of 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