

## The Planning Inspectorate

### QUESTIONNAIRE ADVERTISEMENT CONSENT OR DISCONTINUANCE NOTICE APPEAL (Online Version)

You must ensure that a copy of the completed questionnaire, together with any attachments, are sent to the appellant/agent by the date given in the start letter.

Appeal Reference	APP/X5210/Z/20/3253530
Appeal By	NEW WORLD PAYPHONES
Site Address	Pavement outside 12 New College Parade Finchley Road London NW3 5EP

#### PART 1

- i) Refusal of consent for the display of the advertisement(s) ☒
- ii) Grant of consent for the display of the advertisement(s) ☐
- iii) Failure of the LPA to give notice of its decision within the appropriate period of an application for consent ☐
- iv) Service of a Discontinuance Notice ☐

*Warning: The written representations procedure is an expedited procedure for appeals against refusal of consent for the display of advertisements.*

- 1.b. Do you agree that the written representations procedure is appropriate for this appeal? Please note there must be exceptional reasons for us to agree to a procedure other than the written representations procedure. If your answer is no, please give your reasons below.
- |     |                                     |    |                          |
|-----|-------------------------------------|----|--------------------------|
| Yes | <input checked="" type="checkbox"/> | No | <input type="checkbox"/> |
|-----|-------------------------------------|----|--------------------------|
- 2.a. Can the relevant part of the appeal site be seen from a road, public footpath, bridleway or other public land?
- |     |                                     |    |                          |
|-----|-------------------------------------|----|--------------------------|
| Yes | <input checked="" type="checkbox"/> | No | <input type="checkbox"/> |
|-----|-------------------------------------|----|--------------------------|
- 2.b. Is it essential for the Inspector to enter the site to assess the impact of the proposal?
- |     |                          |    |                                     |
|-----|--------------------------|----|-------------------------------------|
| Yes | <input type="checkbox"/> | No | <input checked="" type="checkbox"/> |
|-----|--------------------------|----|-------------------------------------|
- 2.c. Are there any known health and safety issues that would affect the conduct of the site inspection?
- |     |                          |    |                                     |
|-----|--------------------------|----|-------------------------------------|
| Yes | <input type="checkbox"/> | No | <input checked="" type="checkbox"/> |
|-----|--------------------------|----|-------------------------------------|
3. Did you notify people about the application?
- |     |                          |    |                                     |
|-----|--------------------------|----|-------------------------------------|
| Yes | <input type="checkbox"/> | No | <input checked="" type="checkbox"/> |
|-----|--------------------------|----|-------------------------------------|

#### PART 2

4. Is one of your grounds for refusal 'Public Safety' involving highway or traffic considerations?
- |     |                          |    |                                     |
|-----|--------------------------|----|-------------------------------------|
| Yes | <input type="checkbox"/> | No | <input checked="" type="checkbox"/> |
|-----|--------------------------|----|-------------------------------------|
- 5.a. Have you notified anyone about the appeal?
- |     |                          |    |                                     |
|-----|--------------------------|----|-------------------------------------|
| Yes | <input type="checkbox"/> | No | <input checked="" type="checkbox"/> |
|-----|--------------------------|----|-------------------------------------|
- 6.a. Are there any other appeals or matters relating to the same site still being considered by us or the Secretary of State?
- |     |                                     |    |                          |
|-----|-------------------------------------|----|--------------------------|
| Yes | <input checked="" type="checkbox"/> | No | <input type="checkbox"/> |
|-----|-------------------------------------|----|--------------------------|

6.b. Are there any other appeals or matters adjacent or close to the site still to be considered by us or the Secretary of State?

Yes

☐ No

### PART 3

7.a. Is the site in a Conservation Area?

Yes

☐ No

7.b. Is the site adjacent to a Conservation Area?

Yes

☐ No

8. Is the site in an Area of Special Control of Advertisements?

Yes

☐ No

9. Is the appeal site within:

a. A Green Belt?

Yes

☐ No

b. An Area of Outstanding Natural Beauty?

Yes

☐ No

10.a. Is the appeal site in or adjacent to, or likely to affect, an SSSI and/or an internationally designated site (i.e cSAC, SAC, pSPA, SPA, Ramsar)?

Yes

☐ No

10.b. Are any protected species likely to be affected by the proposals?

Yes

☐ No

11.a. Would the proposed advertisement affect the setting of a listed building?

Yes

☐ No

12.a. Would the proposed advertisement affect an Ancient Monument (whether scheduled or not)?

Yes

☐ No

13. Do you consider that any condition other than the five standard conditions set out in Schedule 2 of the 2007 Regulations should be imposed in the event that express consent as applied for is granted?

Yes

☒ No

Please provide full detail of your suggested condition(s) and the reason why you regard the condition(s) to be necessary.

controls over the levels of luminance (in particular within conservation areas or settings of listed buildings), movement, display, noise levels, and no free call features (except to emergency services etc.).

6 The advertisement display shall be statically illuminated and the intensity of the illumination of the digital sign shall not exceed 2500 candelas per square metre during the day and 300 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 sign 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 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 CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D2, D4, A1 and T1 of the Camden Local Plan Submission Draft 2016, and Transport for London Guidance for Digital Roadside Advertising.

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 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 CS5, CS14 and CS17 of the London

Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D2, D4, A1 and T1 of the Camden Local Plan Submission Draft 2016 and Transport for London Guidance for Digital Roadside Advertising.

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 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 CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D2, D4, A1 and T1 of the Camden Local Plan Submission Draft 2016 and Transport for London Guidance for Digital Roadside Advertising.

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.

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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 policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D2, D4, A1 and T1 of the Camden

Local Plan Submission Draft 2016 and Transport for London Guidance for Digital Roadside Advertising.

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 policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D2, D4, A1 and T1 of the Camden Local Plan Submission Draft 2016 and Transport for London Guidance for Digital Roadside Advertising.

## PART 4

### Copies of the following must be attached to this form:

15.a. If the appellant has submitted photographs and a plan with their appeal documents please confirm you are content these are a complete and accurate representation.

Yes ☒ No ☐

**Copies of the following documents must, if appropriate, be attached to this form:**

16.a. the planning officer's report to committee or delegated report on the application and any other relevant documents/minutes; ☒

☒ [see 'Questionnaire Documents' section](#)

16.b. extracts from any relevant statutory development plan policies (even if you intend to rely more heavily on the emerging plan). You must include the front page, the title and date of approval/adoption, please give the status of the plan. Copies of the policies should include the relevant supporting text. You must provide this even if the appeal is against non-determination; ☒

☒ [see 'Questionnaire Documents' section](#)

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16.c. extracts of any relevant policies which have been 'saved' by way of a Direction. ☐

16.d. Extracts from any supplementary document that you consider necessary, together with the date of its adoption. In the case of emerging documents, please state what stage they have reached. ☒

☒ [see 'Questionnaire Documents' section](#)

16.e. if any Development Plan Document (DPD) or Neighbourhood Plan relevant to this appeal has been examined and found sound/met the basic conditions and passed a referendum, the date the DPD or Neighbourhood Plan is likely to be adopted and, if you consider this date will be before the Inspector's decision on this appeal is issued, an explanation of the Council's policy position in respect of this appeal upon its adoption. You should also include an explanation of the status of existing policies and plans, as they relate to this appeal, upon adoption and which (if any) will be superseded; ☐

16.f. if any DPD or Neighbourhood Plan relevant to this appeal has been submitted for examination, or in the case of a Neighbourhood Plan has been examined and is awaiting a referendum, an explanation of any substantive changes in the progress of the emerging plan, and their relevance to this appeal if it is considered that the plan will not be adopted before the Inspector's decision on this appeal is issued; ☐

16.g. your Authority's CIL charging schedule is being/has been examined; ☐

16.h. your Authority's CIL charging schedule has been/is likely to be adopted. ☐

16.i. Any other relevant information or correspondence you consider we should know about; ☐

16.j. A true copy of the Discontinuance Notice. ☐

17. If this appeal is not following the written representations expedited procedure do you intend to send a further statement about this appeal? ☐

18. Do you wish to attach your statement of case? ☐

**LPA Details**

I certify that a copy of this appeal questionnaire and any enclosures will be sent to the appellant or agent today. ☒

LPA's reference

2019/4900/A

Completed by

Elizabeth Beaumont

On behalf of

London Borough of Camden

Please provide the details of the officer we can contact for this appeal, if different from the Planning Inspectorate's usual contact for this type of appeal.

Name	Geri Gohin
Phone no (including dialling code)	0207 974 2047
Email	planningappeals@camden.gov.uk
<b>Please advise the case officer of any changes in circumstances occurring after the return of the questionnaire.</b>	

## QUESTIONNAIRE DOCUMENTS

Appeal Reference APP/X5210/Z/20/3253530

Appeal By NEW WORLD PAYPHONES

Site Address Pavement outside 12 New College Parade  
Finchley Road  
London  
NW3 5EP

### The documents listed below were uploaded with this questionnaire form:

**Relates to Section:** PART 4  
**Document Description:** 15.a. The planning officer's report to committee or delegated report on the application and any other relevant documents/minutes.  
**File name:** officer report.PDF  
**File name:** Decision notice.PDF

**Relates to Section:** PART 4  
**Document Description:** 16.b. Extracts from any relevant statutory development plan policies.  
**File name:** Title, front page and introduction.pdf

**Relates to Section:** PART 4  
**Document Description:** 16.b. Extracts from any relevant statutory development plan policies.  
**File name:** D1 - Design - Copy.pdf  
**File name:** D4 - Advertisements - Copy.pdf  
**File name:** A1- Managing the Impact of Development.pdf  
**File name:** T1 - Prioritising Walking, Cycling and Public Transport - Copy.pdf

**Relates to Section:** PART 4  
**Document Description:** 15.d. Extracts from any supplementary document.  
**File name:** CPG Amenity March 2018.pdf  
**File name:** CPG Advertisements March 2018.pdf  
**File name:** CPG Transport 2019.pdf

### The documents listed below were already attached elsewhere with this questionnaire form:

Completed by Not Set

Date 19/08/2020 11:38:17

LPA London Borough of Camden