

CITY OF WESTMINSTER			
PLANNING APPLICATIONS SUB COMMITTEE	Date 26 July 2022	Classification For General Release	
Report of Director of Town Planning & Building Control		Ward(s) involved Church Street Hyde Park Marylebone High Street West End	
Subject of Report	Areas of pavement outside/ near: <ol style="list-style-type: none"> 1. 466 - 490 Edgware Road, London, W2 1EJ 2. Edgware Road Station, London 3. 378 Edgware Road, London, W2 1EB 4. 219 Baker Street, London, NW1 6XE 5. 225 Edgware Road, London, W2 1DH 6. 105 Wigmore Street, London 7. 54 Baker Street, London, W1U 7BU 8. Edgware Road and Marylebone Flyover, London 9. 484 - 486 Oxford Street, London, W1C 1NA 10. 334-348 Oxford Street, London, W1C 1JG 11. 149-151 Oxford Street, London 12. 354-358 Oxford Street, London, W1C 1JQ 13. 386 Oxford Street, London, W1C 1JS 14. 2A Great Titchfield Street, London, W1W 8AP 15. Junction of Oxford St and John Prince's St, London, W1B 2AE 		
Proposal	Planning permission and advertisement consent for the removal of BT kiosks and installation of a BT Street Hub, incorporating two digital 75" LCD advert screens and telephone, on the pavement (in the above locations).		
Agent	Mr Stephen Herraghty		
On behalf of	Mr James Browne		
Registered Number	<ol style="list-style-type: none"> 1. 21/08885/FULL 21/08886/ADV 2. 21/08889/FULL 21/08890/ADV 3. 21/08887/FULL 21/08888/ADV 4. 21/08893/FULL 	Date amended/ completed	December 2021 (Apps 1 – 7) January 2022 (Apps 8 – 15)

	21/08894/ADV 5. 21/08891/FULL 21/08892/ADV 6. 21/08897/FULL 21/08898/ADV 7. 21/08895/FULL 21/08896/ADV 8. 22/00251/FULL 22/00252/ADV 9. 22/00875/FULL 22/00876/ADV 10. 22/00881/FULL 22/00882/ADV 11. 22/00887/FULL 22/00888/ADV 12. 22/00879/FULL 22/00880/ADV 13. 22/00877/FULL 22/00878/ADV 14. 22/00885/FULL 22/00886/ADV 15. 22/00883/FULL 22/00884/ADV		
Date Application Received	December 202 (Apps 1 – 7) January 2022 (Apps 8 – 15)		
Historic Building Grade	NA		
Conservation Areas	Dorset Square (Application 4: 21/08893/FULL & 21/08894/ADV) Portman Estate (Application 6: 21/08897/FULL & 21/08898/ADV) Soho (Application 11:22/00887/FULL & 22/00888/ADV) East Marylebone (Application 14: 22/00885/FULL & 22/00886/ADV) Regent Street (Application 15: 22/00883/FULL & 22/00884/ADV)		
Neighbourhood Plan	Soho Neighbourhood Plan (Application 11: 22/00887/FULL & 22/00888/ADV).		

1. RECOMMENDATION

Application 1: 466 - 490 Edgware Road, London, W2 1EJ

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 2: Edgware Road Station, London

1. Grant conditional permission; and

2. Grant conditional advertisement consent.

Application 3: 378 Edgware Road, London, W2 1EB

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 4: 219 Baker Street, London, NW1 6XE

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 5: 225 Edgware Road, London, W2 1DH

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 6: 105 Wigmore Street, London

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 7: 54 Baker Street, London, W1U 7BU

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 8: Edgware Road and Marylebone Flyover, London

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 9: 484 - 486 Oxford Street, London, W1C 1NA

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 10: 334-348 Oxford Street, London, W1C 1JG

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 11: 149-151 Oxford Street, London

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 12: 354-358 Oxford Street, London, W1C 1JQ

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 13: 386 Oxford Street, London, W1C 1JS

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 14: 2A Great Titchfield Street, London, W1W 8AP

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

Application 15: Junction of Oxford St and John Prince's St, London, W1B 2AE

1. Grant conditional permission; and
2. Grant conditional advertisement consent.

2. SUMMARY & KEY CONSIDERATIONS

The proposals relate to a number of sites along Edgware Road, Baker Street and Oxford Street, Wigmore Street and Great Titchfield Street. Parts of Edgware Road are located in the Portman Estate, Dorset Square, Soho, East Marylebone and Regent Street Conservation Areas.

The proposals involve the removal of existing telephone kiosks and the installation of a new free-standing structure (referred to as a 'BT Hub' structure) which has two large LED advertising panels, coupled with telecommunications equipment. Such structures require both planning permission and advertisement consent, which the applicant has applied for in relation to each site.

In 2018, a number of prior approval and advertisement consent applications were received for the installation of InLink structures which were refused and appealed. Advertisement Consent was subsequently allowed by the Planning Inspector, including all 15 application sites. These decisions are material considerations in the assessment of these latest applications.

The applicant explains that the suppliers of the InLink structure went into administration in 2019 and are no longer able to supply units to BT. Since then, the applicant reports that BT have been working on the similar the BT Street Hub, which shares many of the same features. The BT Hubs and the LED screens are both larger than the previous InLink units and their screens.

Objections have been received from local councillors, amenity societies and local residents on design and conservation, pedestrian movement and highways safety grounds.

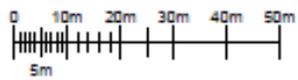
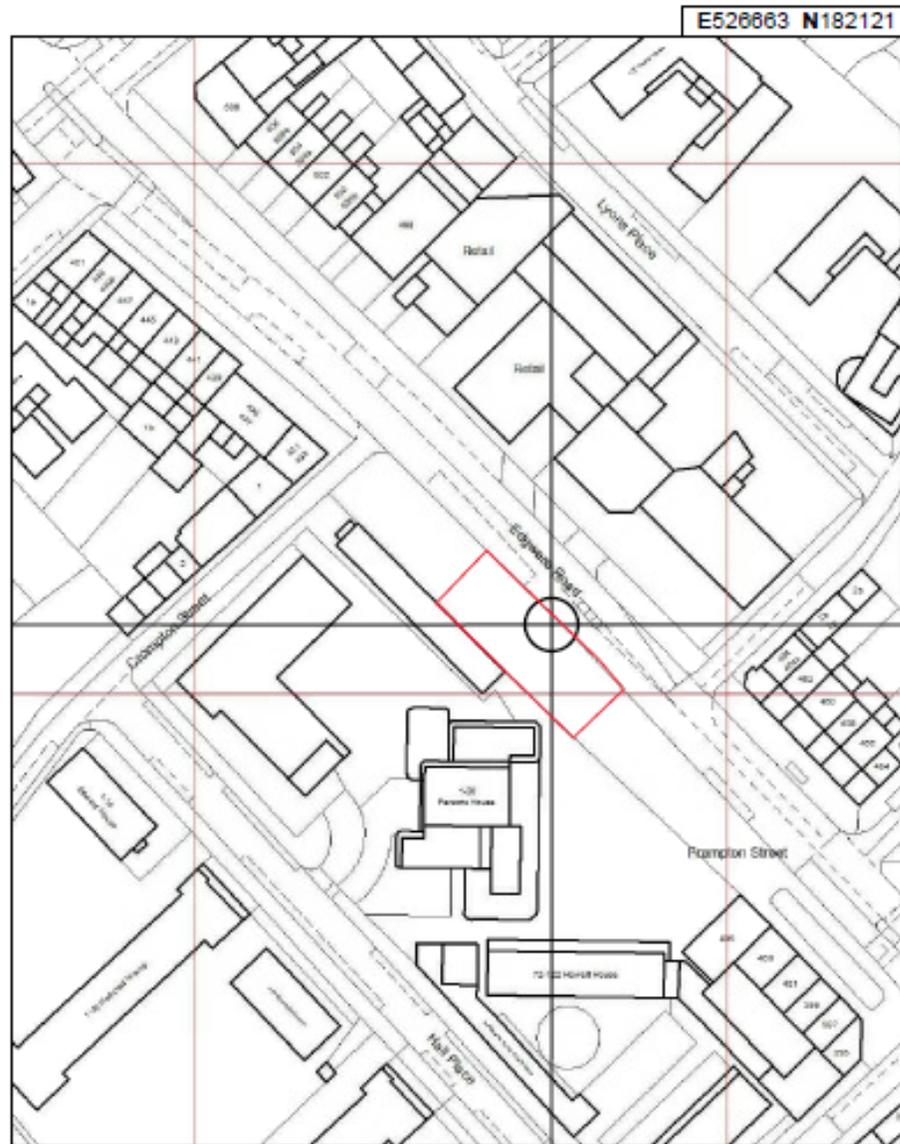
The key considerations in this case are:

- The impact of the proposals on the appearance of the townscape and the setting of nearby designated heritage assets, such as listed buildings in close proximity to the site, and Conservation Areas.
- The acceptability of the proposals on visual amenity and Highway Safety grounds.

The proposals are considered to be acceptable and would accord with policies within Westminster's City Plan 2019 – 2040 (April 2021) and the 'Westminster Way' Supplementary Planning Document (2011). To enable a review of their impact and to take into account any changes to the highway, it is recommended that approvals are on a temporary basis for 5 years.

3. LOCATION PLANS

Application 1: 466 - 490 Edgware Road, London, W2 1EJ

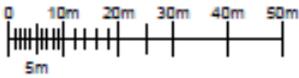


DETAILED SITE LOCATION

SCALE 1:1250

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Application 2: Edgware Road Station, London

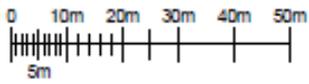


DETAILED SITE LOCATION

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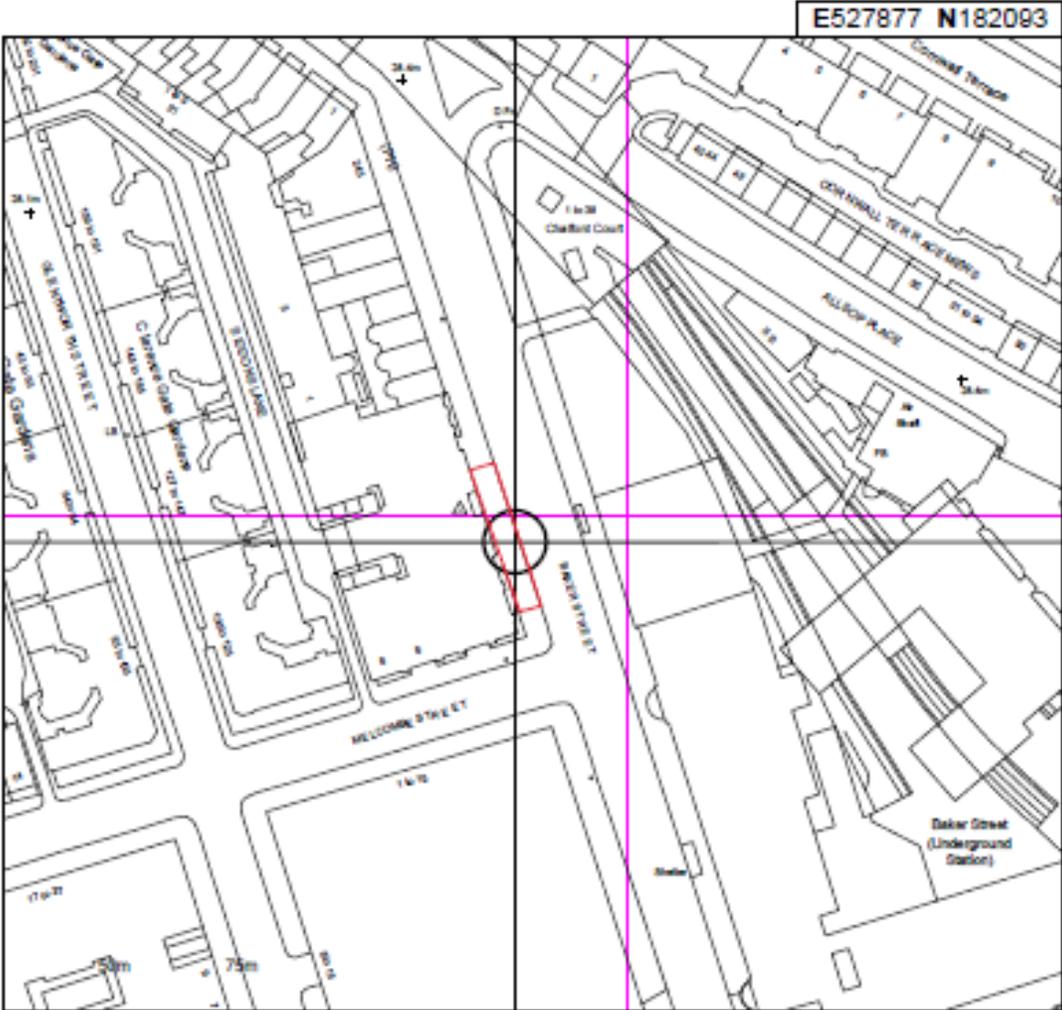
Application 3: 378 Edgware Road, London



DETAILED SITE LOCATION
SCALE 1:1250

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Application 4: 219 Baker Street

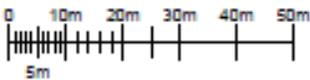


DETAILED SITE LOCATION

SCALE 1:1250

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Application 5: 225 Edgware Road

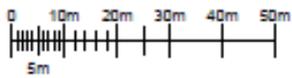


DETAILED SITE LOCATION

SCALE 1:1250

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Application 6: 105 Wigmore Street

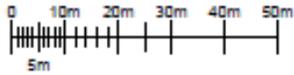
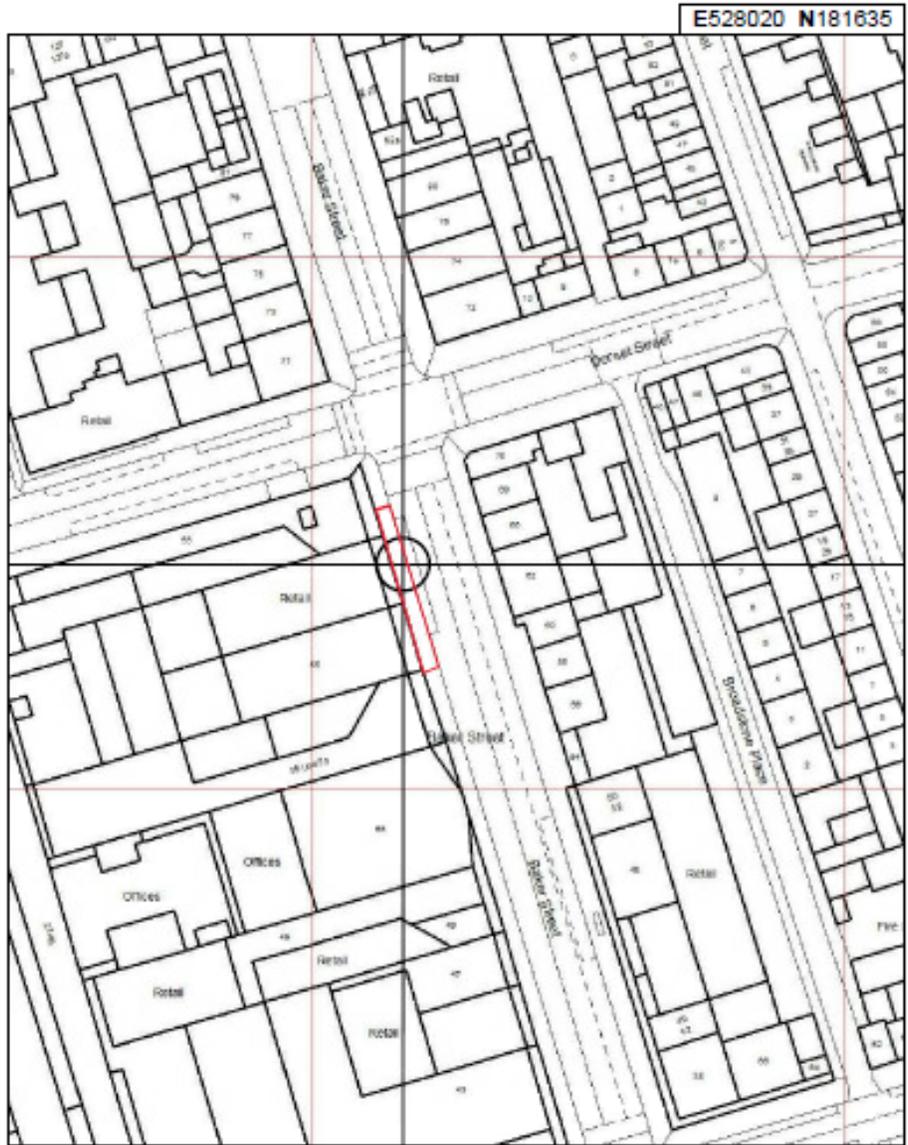


DETAILED SITE LOCATION

SCALE 1:1250

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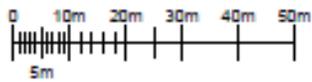
Application 7: 54 Baker Street



DETAILED SITE LOCATION
SCALE 1:1250

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Application 8: Edgware Road and Marylebone Flyover

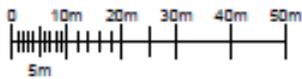
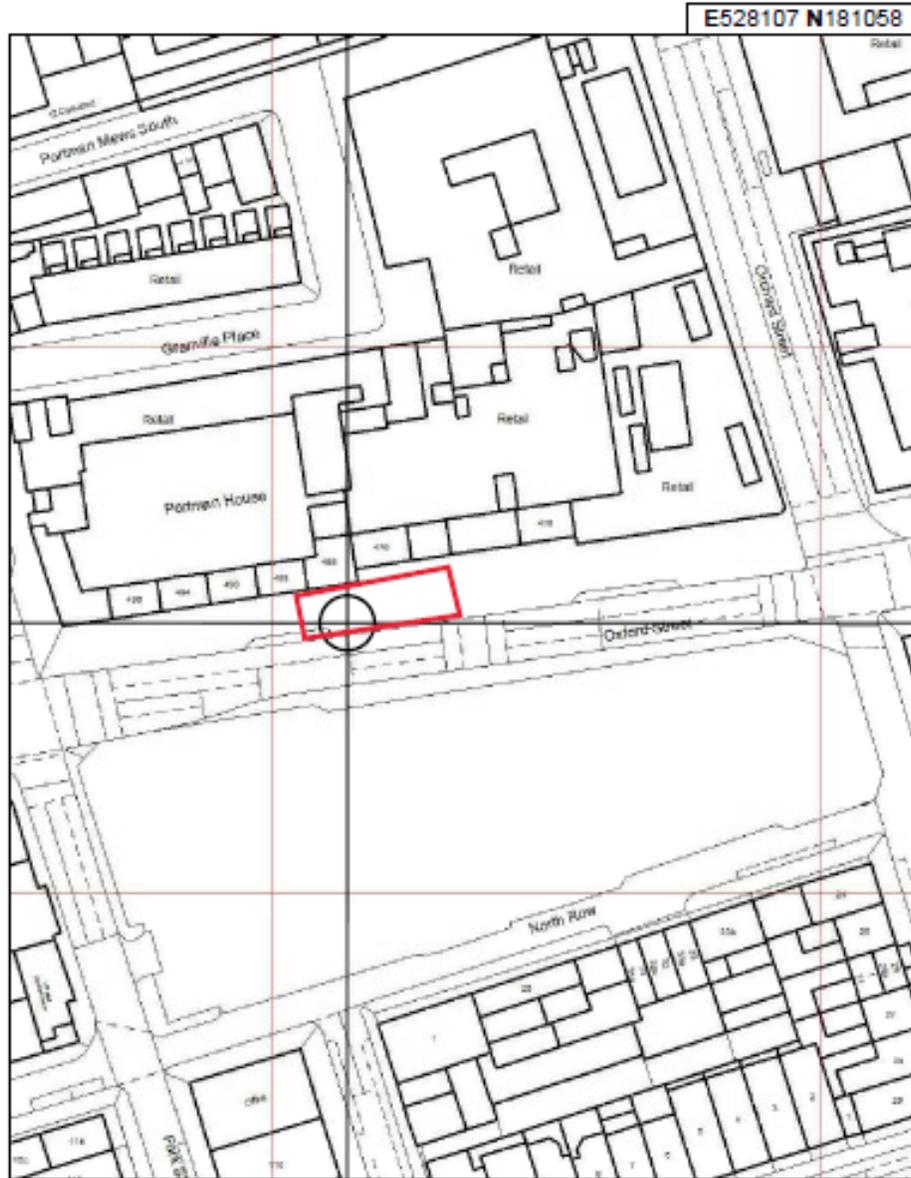


DETAILED SITE LOCATION

SCALE 1:1250

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Application 9: 484 - 486 Oxford Street, London



DETAILED SITE LOCATION

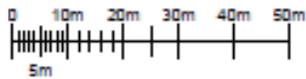
SCALE 1:1250

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Application 10: 334-348 Oxford St, London



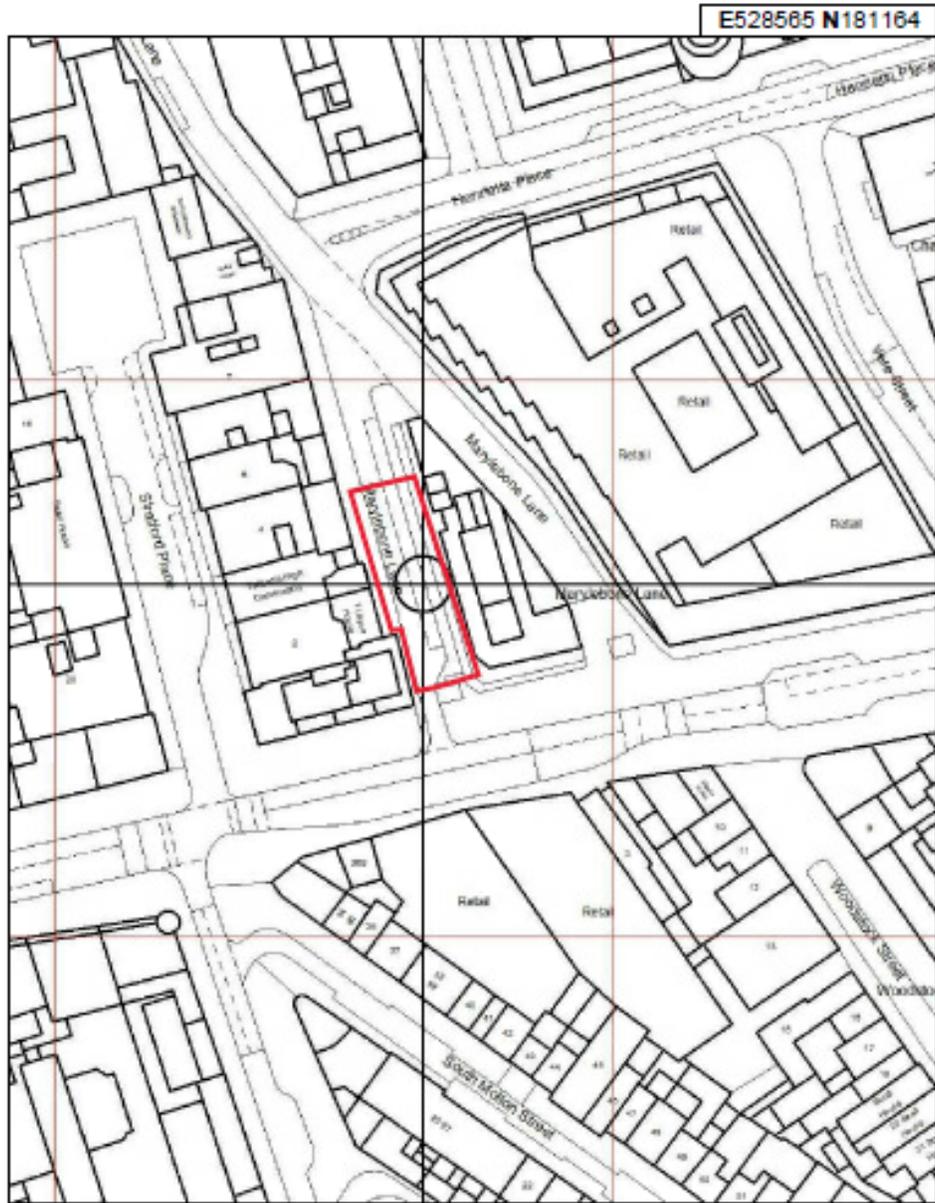
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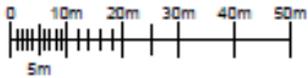
DETAILED SITE LOCATION
SCALE 1:1250

Ordnance Survey map extract based upon Landranger map series with the permission of the controller of Her Majesty's Stationery Office.
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Application 12: 354-358 Oxford Street, London



E528565 N181164

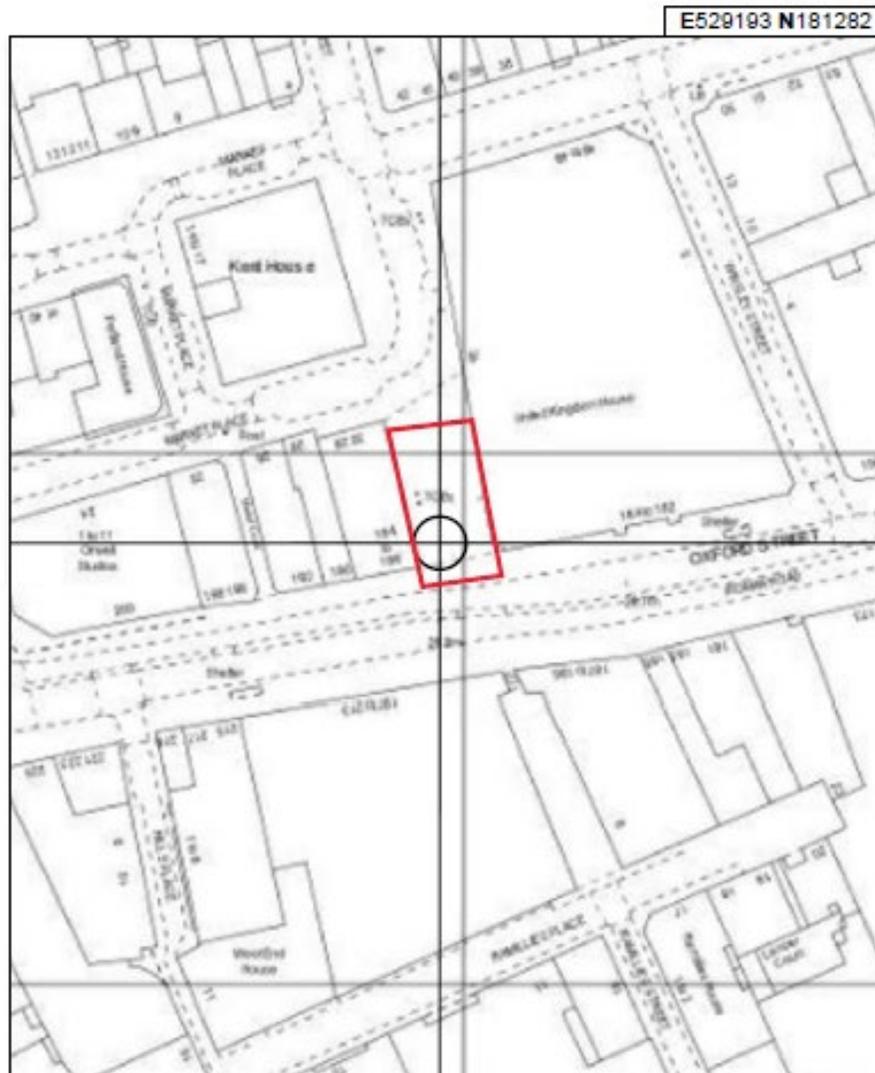


DETAILED SITE LOCATION

SCALE 1:1250

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Application 14: 2A Great Titchfield Street, London



DETAILED SITE LOCATION

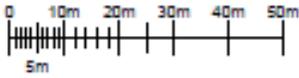
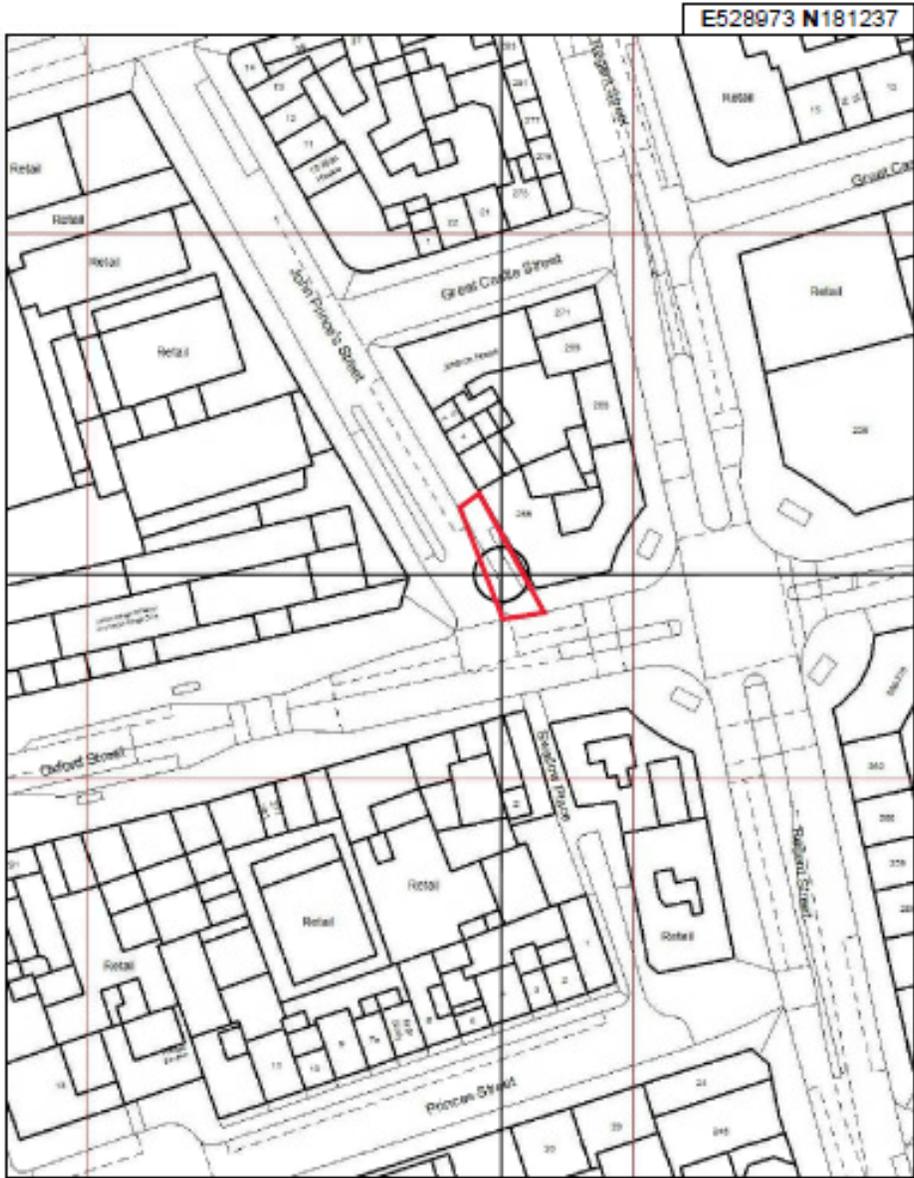
SCALE 1:1250

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Application 15: Oxford Street and John Prince's Street, London



DETAILED SITE LOCATION

SCALE 1:1250

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4. PHOTOGRAPHS

1. 466 - 490 Edgware Road, London, W2 1EJ



2. Edgware Road Station, London



3. 378 Edgware Road, London, W2 1EB



4. 219 Baker Street, London, NW1 6XE



5. 225 Edgware Road, London, W2 1DH



6. 105 Wigmore Street, London



7. 54 Baker Street, London, W1U 7BU



8. Edgware Road and Marylebone Flyover, London



9. 484 - 486 Oxford Street, London, W1C 1NA



10. 334-348 Oxford Street, London, W1C 1JG



11. 149-151 Oxford Street, London



12. 354-358 Oxford Street, London, W1C 1JQ



13. 386 Oxford Street, London, W1C 1JS



14. 2A Great Titchfield Street, London, W1W 8AP



15. Junction of Oxford St and John Prince's St, London, W1B 2AE



5. CONSULTATIONS

5.1 Application Consultations

Application 1: 466 - 490 Edgware Road, London, W2 1EJ

LITTLE VENICE CLLRS (Neighbouring Ward: Comments on behalf of Ex- Cllr Green, Cllr Caplan and Cllr Dean)

Whilst the removal of the existing structure is welcome, the proposals do not comply with Westminster's City Plan in that they do not minimise unnecessary and visually obtrusive clutter in the public realm. With regards to the advertising, this would appear bulky and intrusive and would impede pedestrian flow, especially for vulnerable road users.

AMENITY SOCIETIES

Paddington Waterways & Maida Vale Society:

Objection raised as the proposals result in an unnecessary increase in street furniture.

St Marylebone Society

No Response to date

PADDINGTON BID:

Support the removal of redundant BT telephone kiosks but object to their replacement with the proposed hubs. The advertising screen elements are excessive and will dominate the public realm, not in keeping with their setting, nor their stated objective as a community facility.

TRANSPORT for LONDON:

Objection raised. The site is a designated route therefore TfL has been consulted and they object to the proposal. They refer to London Plan Policy D8 (Public Realm) which states that the use, design and location of street furniture should complement the use and function of the space and that the introduction of unnecessary street furniture should be refused; and to Policy T2(d) stating that the proposal would not contribute to high quality pedestrian environment. The proposal does not contribute towards the decluttering of London's streets as TfL's Streetscape Guidance. They also mention that in the absence of means blocking traffic noise and other surrounding noise the purpose of the telephone kiosk will be undermined.

In the event the application is approved, conditions recommended to help mitigate harm caused in visual amenity and highways safety terms.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of over 2m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms.

WASTE PROJECT OFFICER:

No Objection Raised

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 213

Total No. of replies: 0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

Application 2: Edgware Road Station, London**AMENITY SOCIETIES:**

The St Marylebone Society: No response received

PADDINGTON BID:

Support the removal of redundant BT telephone kiosks but object to their replacement with the proposed hubs. The advertising screen elements are excessive and will dominate the public realm, not in keeping with their setting, nor their stated objective as a community facility.

The Hub is in the location of a community open space, promoted by City of Westminster's place-shaping team and Transport for London - associated with the closure of the Joe Strummer subway network. These proposals from BT would damage the proposed gardens and interrupt the enjoyment of this vital new public space.

TRANSPORT for LONDON:

Objection raised. The site is a designated route therefore TfL has been consulted and they object to the proposal. They refer to London Plan Policy D8 (Public Realm) which states that the use, design and location of street furniture should complement the use and function of the space and that the introduction of unnecessary street furniture should be refused; and to Policy T2(d) stating that the proposal would not contribute to a high quality pedestrian environment. The proposal does not contribute towards the decluttering of London's streets as TfL's Streetscape Guidance. They also mention that in the absence of means blocking traffic noise and other surrounding noise the purpose of the telephone kiosk will be undermined.

In the event the application is approved, conditions recommended to help mitigate harm caused in visual amenity and highways safety terms.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of over 3m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with

conditions to mitigate the harm caused both in visual amenity and highways safety terms.

WASTE PROJECT OFFICER:

No Objection

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 5

Total No. of replies: 0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

Application 3: 378 Edgware Road, London, W2 1EB

LITTLE VENICE CLLRS (Neighbouring Ward: Comments on behalf of Ex-Cllr Green, Cllr Caplan and Cllr Dean)

Whilst the removal of the existing structure is welcomed, proposals do not comply with Westminster's City Plan in that they do not minimise unnecessary and visually obtrusive clutter of the public realm. With regards to the advertising, this would appear bulky and intrusive and impede pedestrian flow.

AMENITY SOCIETIES:

St Marylebone Society: No response to date

PADDINGTON BID:

Support the removal of redundant BT telephone kiosks but object to their replacement with the proposed hubs. The advertising screen elements are excessive and will dominate the public realm, not in keeping with their setting, nor their stated objective as a community facility.

TRANSPORT for LONDON:

The site is a designated route therefore TfL has been consulted and they object to the proposal. They refer to London Plan Policy D8 (Public Realm) which states that the use, design and location of street furniture should complement the use and function of the space and that the introduction of unnecessary street furniture should be refused; and to Policy T2(d) stating that the proposal would not contribute to high quality pedestrian environment. The proposal does not contribute towards the decluttering of London's streets as TfL's Streetscape Guidance. They also mention that in the absence of means blocking traffic noise and other surrounding noise the purposed of the telephone kiosk will be undermined.

In the event the application is approved, conditions recommended to help mitigate harm caused in visual amenity and highways safety terms.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 2.98m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms.

WASTE PROJECT OFFICER:

No objection

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 55

Total No. of replies: 0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

Application 4:**AMENITY SOCIETIES:****St Marylebone Society**

The whole of Baker Street has had a public realm upgrade which has been well designed and coordinated by the Baker Street Quarter, who should be consulted. In this location a large advertising post would obstruct the pavement and the illuminated advertising at street level is something that does not improve the Dorset Square conservation area. However, the removal of existing phone boxes is welcomed as they attract anti-social behaviour.

Queries raised as no existing phone boxes are situated in this area and the scale of the drawings.

BAKER STREET QUARTER PARTNERSHIP:

There are no BT kiosks currently in this location to be removed. The advertising screen elements are excessive and will dominate the public realm, not in keeping with their setting, nor their stated objective as a community facility. The structure is too tall, leading to it being out of keeping with other street furniture that is nearby, such as Santander bike hire other signage. Their main purpose is to advertise to passing vehicles.

PORTMAN ESTATE:

Support the removal of redundant pay phones in the area that attract anti-social behaviour and contribute to clutter, however, object to the replacement hubs as the advertisement screens are not in keeping with the public realm and surrounding area.

TRANSPORT for LONDON:

Baker Street is a designated route therefore TfL has been consulted and they object to the proposal. They refer to London Plan Policy D8 (Public Realm) which states that the use, design and location of street furniture should complement the use and function of the space and that the introduction of unnecessary street furniture should be refused; and to Policy T2(d) stating that the proposal would not contribute to high quality pedestrian environment. The proposal does not contribute towards the decluttering of London's streets as TfL's Streetscape Guidance. They also mention that in the absence of means blocking traffic noise and other surrounding noise the purpose of the telephone kiosk will be undermined.

In the event the application is approved, conditions recommended to help mitigate harm caused in visual amenity and highways safety terms.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 3.2m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms.

WASTE PROJECT OFFICER:

No Objection

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 88

Total No. of replies: 2

No. of objections: 2

No. in support: 0

SITE NOTICE:

Yes

Application 5: 225 Edgware Road, London, W2 1DH

AMENITY SOCIETIES:

Paddington Waterways & Maida Vale Society:

No Comments to date.

PADDINGTON BID:

Whilst the BID supports the removal of redundant telephone kiosks they object to their replacement with these hubs. The advertising screen elements are excessive and will dominate the public realm, not in keeping with their setting, nor their stated objective as a community facility.

The pavement in this location is exceptionally busy. The hotel has over 1,000 rooms and as London's biggest convention centre hosts global conventions regularly. The number of pedestrians using this location creates bottlenecks as people swerve to avoid the existing two kiosks.

TRANSPORT for LONDON:

The site is a designated route therefore TfL has been consulted and they object to the proposal. They refer to London Plan Policy D8 (Public Realm) which states that the use, design and location of street furniture should complement the use and function of the space and that the introduction of unnecessary street furniture should be refused; and to Policy T2(d) stating that the proposal would not contribute to high quality pedestrian environment. The proposal does not contribute towards the decluttering of London's streets as TfL's Streetscape Guidance. They also mention that in the absence of means blocking traffic noise and other surrounding noise the purpose of the telephone kiosk will be undermined.

In the event the application is approved, conditions recommended to help mitigate harm caused in visual amenity and highways safety terms.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 2.7m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms.

WASTE PROJECT OFFICER:

No Objection

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 213

Total No. of replies: 2

No. of objections: 2

No. in support: 0

SITE NOTICE:

Yes

Application 6: 105 Wigmore Street, London

AMENITY SOCIETIES:

Marylebone Association: No response

PORTMAN ESTATE:

Orchard Street is a busy street that connects pedestrians from Baker Street to Oxford Street and already experiences congestion on the pavement from the payphones. Whilst

support is given to the removal of the redundant pay phone. An object is raised to the replacement of the second payphone with the proposed BT Hubs. The LCD advertising screens are excessive for the area and not fitting with the public realm.

BAKER STREET QUARTER PARTNERSHIP:

Support the removal of redundant telephone kiosks, which are used for anti-social behaviour, but object to their replacement with the proposed hubs. The advertising screen elements are excessive and will dominate the public realm, not in keeping with their setting, nor their stated objective as a community facility. The structure is too tall, leading it to be out of keeping with other street furniture that is nearby.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 2.8m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms.

WASTE PROJECT OFFICER:

No Objection

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 16

Total No. of replies: 0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

Application 7: 54 Baker Street, London, W1U 7BU

AMENITY SOCIETIES:

The Marylebone Association: No response

PORTMAN ESTATE:

Orchard Street is a busy street that connects pedestrians from Baker Street to Oxford Street and already experiences congestion on the pavement from the payphones. Whilst support is given to the removal of the redundant pay phone. An object is raised to the replacement of the second payphone with the proposed BT Hubs. The LCD advertising screens are excessive for the area and not fitting with the public realm.

BAKER STREET QUARTER PARTNERSHIP:

Support the removal of redundant telephone kiosks, which are used for anti-social behaviour, but object to their replacement with the proposed hubs. The advertising screen elements are excessive and will dominate the public realm, not in keeping with

their setting, nor their stated objective as a community facility. The structure is too tall, leading it to be out of keeping with other street furniture that is nearby.

Would be more sympathetic to the proposals if they included the removal of the BT Kiosk outside 103 Baker Street.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 2.6m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms.

WASTE PROJECT OFFICER:

No Objection

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 64

Total No. of replies: 0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

Application 8: Edgware Road and Marylebone Flyover, London

AMENITY SOCIETIES:

St Marylebone Society – No response to date

PADDINGTON BID:

Support the removal of redundant BT telephone kiosks but object to their replacement with the proposed hubs. The advertising screen elements are excessive and will dominate the public realm, not in keeping with their setting, nor their stated objective as a community facility.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 3 m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms

WASTE PROJECT OFFICER:

No Objection

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 4

Total No. of replies: 0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

Application 9: 484 - 486 Oxford Street, London, W1C 1NA**EX-CLLR GLANZ (WEST END WARD)**

The proposals, which are essentially advertising hoardings, are unwelcome and unnecessary. Objection is raised in the strongest possible terms to their inclusion in the already cluttered streetscape, as they will further impeded the objective of improving the public realm, streetscape and permeability of the area as it undergoes significant transformation.

Concern is also raised that they will add additional safety hazard, block visibility lines and evacuation routes, and further add to the feeling of neglect, tattiness and the look and feel of what was once the Nation's High Street. The proposals offer no benefit to local residents, businesses or visitors, and have significant adverse effect on the look and feel of the street.

Objection has previously been raised on similar grounds, to similar applications which were upheld on appeal. The appeals should be reviewed as part of these applications.

CLLRS SCARBOROUGH AND ROWLEY (MARYLEBONE WARD)

Support the objections of Cllr Glanz.

AMENITY SOCIETIES:**Mayfair Residents Group:**

Objection. Oxford Street needs less street clutter. There is a potential for directing passing motorists especially if any of the displays are moving.

Residents Society of Mayfair & St. James's:

No response

Marylebone Association:

No Response

NEW WEST END COMPANY:

Do not object to the principle of introducing new BT Street Hubs as direct replacements, on the exact footprint of existing telephone kiosks. However, the strategy with the

planning applications referenced above is based on the provision of the new BT Street Hub in highly prominent locations on Oxford Street, with the associated removal of telephone boxes on nearby side streets

The Street Hub would extend further into the footway than existing street furniture in close proximity, given the large size of the Street Hubs they will lead to a reduction in effective footway width, leading to increased pedestrian congestion at peak times. Concerns are also raised that the installations could lead to an increase in anti-social behaviour.

Concerns also raised regarding future challenges of having to relocate the structures to compliment the wider public realm changes associated with future public realm enhancements associated with the Oxford Street District Programme.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 6.68 m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms

WASTE PROJECT OFFICER:

No Objection

PLACE SHAPING

Two BT assets are not required in this stretch. Preference to remove both, (as a minimum, to remove the old asset to be replaced with new). Please note that all furniture on the footway may have to be relocated resulting from Oxford Street kerblines changes

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 21

Total No. of replies: 3

No. of objections: 0

No. in support: 3

Three letters of support have been received on the following grounds:

-The removal of the existing BT kiosks is a benefit as they are currently used for antisocial behaviour and cause street clutter.

PRESS NOTICE/ SITE NOTICE:

Yes

Application 10: 334-348 Oxford Street, London, W1C 1JG**EX-CLLR GLANZ (WEST END WARD)**

The proposals, which are essentially advertising hoardings, are unwelcome and unnecessary. Objection is raised in the strongest possible terms to their inclusion in the already cluttered streetscape, as they will further impeded the objective of improving the public realm, streetscape and permeability of the area as it undergoes significant transformation.

Concern is also raised that they will add additional safety hazard, block visibility lines and evacuation routes, and further add to the feeling of neglect, tattiness and the look and feel of what was once the Nation's High Street. The proposals offer no benefit to local residents, businesses or visitors, and have significant adverse effect on the look and feel of the street.

Objection has previously been raised on similar grounds, to similar applications which were upheld on appeal. The appeals should be reviewed as part of these applications.

CLLRS SCARBOROUGH AND ROWLEY (MARYLEBONE WARD)

Support the objections of Cllr Glanz.

AMENITY SOCIETIES:**Marylebone Association:**

No response

NEW WEST END COMPANY

Do not object to the principle of introducing new BT Street Hubs as direct replacements, on the exact footprint of existing telephone kiosks. However, the strategy with the planning applications referenced above is based on the provision of the new BT Street Hub in highly prominent locations on Oxford Street, with the associated removal of telephone boxes on nearby side streets

The Street Hub would extend further into the footway than existing street furniture in close proximity, given the large size of the Street Hubs they will lead to a reduction in effective footway width, leading to increased pedestrian congestion at peak times. Concerns are also raised that the installations could lead to an increase in anti-social behaviour.

Concerns also raised regarding the challenges of having to relocate the structures to compliment the wider public realm changes associated with future public realm enhancements associated with the Oxford Street District Programme.

Strongly supports the removal of the existing telephone boxes on Vere Street that have a negative impact on the street environment and lead to anti-social behaviour.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 7.098m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms

WASTE PROJECT OFFICER:

No Objection

PLACE SHAPING

Placement of street furniture/ objects needs to be mindful of future kerblines and development proposals for the Debenhams building. Street furniture should also be decluttered.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 9

Total No. of replies: 0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

Application 11: 149-151 Oxford Street, London

EX-CLLR GLANZ (WEST END WARD)

The proposals, which are essentially advertising hoardings, are unwelcome and unnecessary. Objection is raised in the strongest possible terms to their inclusion in the already cluttered streetscape, as they will further impede the objective of improving the public realm, streetscape and permeability of the area as it undergoes significant transformation.

Concern is also raised that they will add additional safety hazard, block visibility lines and evacuation routes, and further add to the feeling of neglect, tatty and the look and feel of what was once the Nation's High Street. The proposals offer no benefit to local residents, businesses or visitors, and have significant adverse effect on the look and feel of the street.

Objection has previously been raised on similar grounds, to similar applications which were upheld on appeal. The appeals should be reviewed as part of these applications.

CLLRS SCARBOROUGH AND ROWLEY (MARYLEBONE WARD)

Support the objections of Cllr Glanz.

AMENITY SOCIETIES:

Soho Society:

The application increases, rather than removes, street clutter. The sizeable Hub would cause additional physical and visual clutter in the public realm, impeding pedestrian movement in Oxford Street which faces significant pressure on pavement flow. The

application fails to make the case for the necessity of the Hub in this location within the Soho conservation area and appears primarily to be seeking to gain revenue from advertising by stealth, with oversized advertising screens detrimental to the public realm.

In addition, the kiosks which would be removed are in a much less busy location in Wells Street, and in conjunction with adjacent street furniture do not present a significant additional obstacle. The claimed improvement for pedestrians in Wells Street is trivial.

NEW WEST END COMPANY

Do not object to the principle of introducing new BT Street Hubs as direct replacements, on the exact footprint of existing telephone kiosks. However, the strategy with the planning applications referenced above is based on the provision of the new BT Street Hub in highly prominent locations on Oxford Street, with the associated removal of telephone boxes on nearby side streets

The Street Hub would extend further into the footway than existing street furniture in close proximity, given the large size of the Street Hubs they will lead to a reduction in effective footway width, leading to increased pedestrian congestion at peak times. Concerns are also raised that the installations could lead to an increase in anti-social behaviour.

Concerns also raised regarding challenges of having to relocate the structures to compliment the wider public realm changes associated with future public realm enhancements associated with the Oxford Street District Programme.

Strongly supports the removal of the existing telephone boxes on Wells Street that have a negative impact on the street environment and lead to anti-social behaviour.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 3.799m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms

WASTE PROJECT OFFICER:

No Objection

PLACE SHAPING

Kerblines changes are proposed along with the decluttering of street furniture to facilitate pedestrian movement are proposed on Oxford Street

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 20
Total No. of replies:0
No. of objections: 0
No. in support: 0

SITE NOTICE:

Yes

Application 12: 354-358 Oxford Street, London, W1C 1JQ**EX-CLLR GLANZ (WEST END WARD)**

The proposals, which are essentially advertising hoardings, are unwelcome and unnecessary. Objection is raised in the strongest possible terms to their inclusion in the already cluttered streetscape, as they will further impeded the objective of improving the public realm, streetscape and permeability of the area as it undergoes significant transformation.

Concern is also raised that they will add additional safety hazard, block visibility lines and evacuation routes, and further add to the feeling of neglect, tattiness and the look and feel of what was once the Nation's High Street. The proposals offer no benefit to local residents, businesses or visitors, and have significant adverse effect on the look and feel of the street.

Objection has previously been raised on similar grounds, to similar applications which were upheld on appeal. The appeals should be reviewed as part of these applications.

CLLRS SCARBOROUGH AND ROWLEY (MARYLEBONE WARD)

Support the objections of Cllr Glanz.

AMENITY SOCIETIES:**Marylebone Association:**

No comments received

NEW WEST END COMPANY

Do not object to the principle of introducing new BT Street Hubs as direct replacements, on the exact footprint of existing telephone kiosks. However, the strategy with the planning applications referenced above is based on the provision of the new BT Street Hub in highly prominent locations on Oxford Street, with the associated removal of telephone boxes on nearby side streets

No objection subject to confirmation that the pedestrian flows during peak periods are not impacted by the street hub.

Concerns also raised regarding the challenges of having to relocate the structures to compliment the wider public realm changes associated with future public realm enhancements associated with the Oxford Street District Programme.

Strongly supports the removal of the existing telephone on the pedestrianised section of

Marylebone Lane that have a negative impact on the street environment and lead to a range of anti-social behaviour issues.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 4.25m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms.

WASTE PROJECT OFFICER:

No Objection

PLACE SHAPING

Do not believe that there is an issue including this kiosk here given that it is off Oxford Street, however recommend removing other BT assets in the area to justify the installation of this additional asset.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 4

Total No. of replies:0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

Application 13: 386 Oxford Street, London, W1C 1JS

EX-CLLR GLANZ (WEST END WARD)

The proposals, which are essentially advertising hoardings, are unwelcome and unnecessary. Objection is raised in the strongest possible terms to their inclusion in the already cluttered streetscape, as they will further impeded the objective of improving the public realm, streetscape and permeability of the area as it undergoes significant transformation.

Concern is also raised that they will add additional safety hazard, block visibility lines and evacuation routes, and further add to the feeling of neglect, tattiness and the look and feel of what was once the Nation's High Street. The proposals offer no benefit to local residents, businesses or visitors, and have significant adverse effect on the look and feel of the street.

Objection has previously been raised on similar grounds, to similar applications which were upheld on appeal. The appeals should be reviewed as part of these applications.

CLLRS SCARBOROUGH AND ROWLEY (MARYLEBONE WARD)

Support the objections of Cllr Glanz.

AMENITY SOCIETIES:**Marylebone Association:**

No response

NEW WEST END COMPANY

Do not object to the principle of introducing new BT Street Hubs as direct replacements, on the exact footprint of existing telephone kiosks. However, the strategy with the planning applications referenced above is based on the provision of the new BT Street Hub in highly prominent locations on Oxford Street, with the associated removal of telephone boxes on nearby side streets

The Street Hub would extend further into the footway than existing street furniture in close proximity, given the large size of the Street Hubs they will lead to a reduction in effective footway width, leading to increased pedestrian congestion at peak times. Concerns are also raised that the installations could lead to an increase in anti-social behaviour.

Concerns also raised regarding the challenges of having to relocate the structures to compliment the wider public realm changes associated with future public realm enhancements associated with the Oxford Street District Programme.

Strongly supports the removal of the existing telephone boxes on North Row and Balderton that have a negative impact on the street environment and lead to anti-social behaviour.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 5.989m from the end of the proposed street hub to the end of the building line and 2m on the kerbside, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms

WASTE PROJECT OFFICER:

No Objection

PLACE SHAPING

Given the number of kiosks available in close vicinity it is recommended that the kiosk is not permitted in this location. However, it is acknowledged that there are anti-social behaviour issues associated with the existing kiosks on St James Street, which should be removed and replaced with Street Hub in a more appropriate location.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 34
Total No. of replies:0
No. of objections: 0
No. in support: 0

SITE NOTICE:

Yes

Application 14: 2A Great Titchfield Street, London, W1W 8AP**EX-CLLR GLANZ (WEST END WARD)**

The proposals, which are essentially advertising hoardings, are unwelcome and unnecessary. Objection is raised in the strongest possible terms to their inclusion in the already cluttered streetscape, as they will further impeded the objective of improving the public realm, streetscape and permeability of the area as it undergoes significant transformation.

Concern is also raised that they will add additional safety hazard, block visibility lines and evacuation routes, and further add to the feeling of neglect, tattiness and the look and feel of what was once the Nation's High Street. The proposals offer no benefit to local residents, businesses or visitors, and have significant adverse effect on the look and feel of the street.

Objection has previously been raised on similar grounds, to similar applications which were upheld on appeal. The appeals should be reviewed as part of these applications.

CLLRS SCARBOROUGH AND ROWLEY (MARYLEBONE WARD)

Support the objections of Cllr Glanz.

AMENITY SOCIETIES:**Fitzrovia Neighbourhood Association:**

no comments received

NEW WEST END COMPANY

Do not object to the principle of introducing new BT Street Hubs as direct replacements, on the exact footprint of existing telephone kiosks. However, the strategy with the planning applications referenced above is based on the provision of the new BT Street Hub in highly prominent locations on Oxford Street, with the associated removal of telephone boxes on nearby side streets

The Street Hub would extend further into the footway than existing street furniture in close proximity, given the large size of the Street Hubs they will lead to a reduction in effective footway width, leading to increased pedestrian congestion at peak times. Concerns are also raised that the installations could lead to an increase in anti-social behaviour.

Concerns also raised regarding the challenges of having to relocate the structures to compliment the wider public realm changes associated with future public realm

enhancements associated with the Oxford Street District Programme.

Strongly supports the removal of the existing telephone boxes on the pedestrianised section of Great Titchfield street that have a negative impact on the street environment and lead to anti-social behaviour.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 3.5m from the building line and 3.289m from the proposed Street Hub to an existing kiosk, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms

WASTE PROJECT OFFICER:

No Objection

PLACE SHAPING

Raise concerns about sightlines along the street and recommend refusal.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 11

Total No. of replies:0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

Application 15: Junction of Oxford St and John Prince's St, London, W1B 2AE

EX-CLLR GLANZ (WEST END WARD)

The proposals, which are essentially advertising hoardings, are unwelcome and unnecessary. Objection is raised in the strongest possible terms to their inclusion in the already cluttered streetscape, as they will further impeded the objective of improving the public realm, streetscape and permeability of the area as it undergoes significant transformation.

Concern is also raised that they will add additional safety hazard, block visibility lines and evacuation routes, and further add to the feeling of neglect, tattiness and the look and feel of what was once the Nation's High Street. The proposals offer no benefit to local residents, businesses or visitors, and have significant adverse effect on the look and feel of the street.

Objection has previously been raised on similar grounds, to similar applications which were upheld on appeal. The appeals should be reviewed as part of these applications.

CLLRS SCARBOROUGH AND ROWLEY (MARYLEBONE WARD)

Support the objections of Cllr Glanz.

AMENITY SOCIETIES:**Marylebone Association:**

No response

TRANSPORT for LONDON:

The site is a designated route therefore TfL has been consulted and they object to the proposal. They refer to London Plan Policy D8 (Public Realm) which states that the use, design and location of street furniture should complement the use and function of the space and that the introduction of unnecessary street furniture should be refused; and to Policy T2(d) stating that the proposal would not contribute to high quality pedestrian environment. The proposal does not contribute towards the decluttering of London's streets as TfL's Streetscape Guidance. They also mention that in the absence of means blocking traffic noise and other surrounding noise the purpose of the telephone kiosk will be undermined.

In the event the application is approved, conditions recommended to help mitigate harm caused in visual amenity and highways safety terms.

NEW WEST END COMPANY:

Do not object to the principle of introducing new BT Street Hubs as direct replacements, on the exact footprint of existing telephone kiosks. However, the strategy with the planning applications referenced above is based on the provision of the new BT Street Hub in highly prominent locations on Oxford Street, with the associated removal of telephone boxes on nearby side streets

The Street Hub would extend further into the footway than existing street furniture in close proximity, given the large size of the Street Hubs they will lead to a reduction in effective footway width, leading to increased pedestrian congestion at peak times. Concerns are also raised that the installations could lead to an increase in anti-social behaviour.

Concerns also raised regarding the challenges of having to relocate the structures to compliment the wider public realm changes associated with future public realm enhancements associated with the Oxford Street District Programme.

Strongly supports the removal of the existing telephone boxes on John Princes Street that have a negative impact on the street environment and lead to anti-social behaviour.

HIGHWAY PLANNING MANAGER:

The Highways Planning Manager considers the proposal to be undesirable as it would obstruct pedestrian movement and does not secure an improved environment for pedestrians.

However, the proposals provide a clearway of approx. 2.889m, which satisfies 2m minimum requirement, and it is considered that the proposals could be made acceptable with conditions to mitigate the harm caused both in visual amenity and highways safety terms

WASTE PROJECT OFFICER:

No Objection

PLACE SHAPING

The Oxford Street District aim is to rationalise street furniture and declutter the street. Ideally, it would be preferred to have no BT kiosks/hubs on this street, but as a compromise, removal of the two existing kiosks to accommodate the new hub on the opposite footway is recommended.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 8

Total No. of replies:0

No. of objections: 0

No. in support: 0

SITE NOTICE:

Yes

5.2 Applicant's Pre-Application Community Engagement

The Council's Early Community Engagement in Westminster guidance note sets out what is expected of developers in terms of community engagement prior to the submission of a planning application. It advises that where non-major development would have a significant impact, early engagement is encouraged. In this case, the applicant has not carried out an early engagement.

6. WESTMINSTER'S DEVELOPMENT PLAN**6.1 City Plan 2019-2040 & London Plan**

The City Plan 2019-2040 was adopted at Full Council on 21 April 2021. The policies in the City Plan 2019-2040 are consistent with national policy as set out in the National Planning Policy Framework (NPPF) (July 2021) and should be afforded full weight in accordance with paragraph 219 of the NPPF. Therefore, in accordance with Section 38 of the Planning and Compulsory Purchase Act 2004, it comprises the development plan for Westminster in combination with the London Plan, which was adopted by the Mayor of London in March 2021 and, where relevant, neighbourhood plans covering specific parts of the city (see further details in Section 6.2).

As set out in Section 38(6) of the Planning and Compulsory Purchase Act 2004 and paragraph 49 of the NPPF, the application must be determined in accordance with the development plan, unless material considerations indicate otherwise.

6.2 Neighbourhood Planning

Applications 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

These application sites are not located within an area covered by a Neighbourhood Plan.

Application 11

This application is within the area covered by the Soho Neighbourhood Plan

The Soho Neighbourhood Plan includes policies on a range of matters including housing, residential amenity, air quality and climate change, traffic and servicing, green infrastructure, pedestrians and cycling and waste and recycling.

It has been through independent examination and was supported by local residents and businesses in a referendum held on 2 September 2021. It was adopted on 8 October 2021. It therefore forms part of the development plan for Westminster for development within the Soho neighbourhood area in accordance with Section 38 of the Planning and Compulsory Purchase Act 2004. Where any matters relevant to the application subject of this report are directly affected by the policies contained within the neighbourhood plan, these are discussed later in this report.

6.3 National Policy & Guidance

The City Plan 2019-2040 policies referred to in the consideration of this application have been examined and have been found to be sound in accordance with tests set out in Paragraph 35 of the NPPF. They are considered to remain consistent with the policies in the NPPF (July 2021) unless stated otherwise.

7. BACKGROUND INFORMATION

7.1 The Application Sites

The applications relate to areas of pavement outside or near the following address:

1. 466 - 490 Edgware Road, London, W2 1EJ
2. Edgware Road Station, London
3. 378 Edgware Road, London, W2 1EB
4. 219 Baker Street, London, NW1 6XE
5. 225 Edgware Road, London, W2 1DH
6. 105 Wigmore Street, London
7. 54 Baker Street, London, W1U 7BU
8. Edgware Road and Marylebone Flyover, London
9. 484 - 486 Oxford Street, London, W1C 1NA
10. 334-348 Oxford Street, London, W1C 1JG
11. 149-151 Oxford Street, London
12. 354-358 Oxford Street, London, W1C 1JQ
13. 386 Oxford Street, London, W1C 1JS
14. 2A Great Titchfield Street, London, W1W 8AP

15. Junction of Oxford St and John Prince's St, London, W1B 2AE

7.2 Recent Relevant History

Background:

The 15 sites all have a history of refused prior approval and advertisement consents applications (outlined below) for 'InLink' telecommunication and advertisement structures. The prior approval applications were submitted because the applicant considered that the structures did not require planning permission. In relation to appeal decisions for separate sites, Westminster contended in the High Court that structures incorporating advertising and telecommunications do not have permitted development rights. The High Court agreed, finding that such structures had a dual use as both a telephone kiosk and for the advertising panel and therefore did not sit within the scope of the relevant General Permitted Development Order (GPDO) class (Part 16 Class A). The Court of Appeal upheld this judgment.

The GPDO and the Advertisement Regulations have been amended to remove the relevant permitted development right and the deemed advertising consent. However, the judgment emphasises the requirement for any development to fall entirely within the applicable class of the GPDO to benefit from the permitted development right. Mixed use development cannot generally fall within the scope of a GPDO class because, if it were to be able to do so, the GPDO could and would be used for permitting development for something outside its scope. Which is what applicants had previously sought in relation to these structures.

After the judgement, the applicant for the Inlink structures withdrew the prior approval applications but continued with the advertisement consent appeals.

Application 1: 466 - 490 Edgware Road, London, W2 1EJ

On 28 September 2018, the City Council refused prior approval and advertisement consent for Display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm. On the grounds of harm to the appearance (amenity) of the area. (RNs: 18/06441/ADV and 18/06439/TELCOM)

On 1 May 2019, the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 15 November 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *"Due to existing advertisements in the area and the spacing of the proposals will retain the open character of the footway. The proposals advertisements would harmonise within their well-kept urban contact than the existing kiosk"*.

Application 2: Edgware Road Station, London

On 28 September 2018, the City Council refused prior approval and advertisement consent for display of two internally illuminated digital LCD display screens measuring 1.21m x 0.69m (one on each side of the InLink unit). Site lies to the south of Edgware Road Tube Station (Bakerloo Line). On the grounds of harm to the appearance (amenity) of the area. (RNs: 18/06449/ADV and 18/06448/TELCOM)

On 01 May 2019, the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 15 November 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“The existing illuminated digital screens behind the site are more prominent as such the proposed screens would not appear so large to be incongruous within this highly commercial area. as modern structures the proposed advertisements would harmonise better with their modern and urban context than the existing kiosks. The proposed imposition of a condition to prevent the display of advertisements featuring moving elements would satisfactorily protect the safety of road users”.*

Application 3: 378 Edgware Road, London, W2 1EB

On 28 September 2018, the City Council refused prior approval and advertisement consent for the display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm. On the grounds of harm to the appearance (amenity) of the area. (RNs: 18/06445/ADV and 18/06444/TELCOM)

On 01 May 2019, the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 15 November 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“Whilst there are some advertisements in the vicinity, these are not of so great an extent that the addition of the proposed advertisements would result in an undue dominance of advertising in the area. The proposal would be in keeping with the bustling commercial character of its surroundings. Furthermore, the proposed advertisements would harmonise better with their modern and urban context than the existing kiosks. The appeal proposals would not harm amenity”.*

Application 4: 219 Baker Street, London, NW1 6XE

On 23 October 2018, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LCD screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2896 mm. On the grounds of harm to the appearance (amenity) of the area. (RNs: 18/07399/ADV and

18/07398/TELCOM)

On 5 February 2019, the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 22nd August 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“In the context of existing street furniture including streetlights, the proposals would not have a significant harmful effect on the amenity of the area. The adverts are similar to nearby bus stop digital displays. Alongside other advertisement and window displays in Baker Street the setting of no. 231-243 and the VPH would not be dismissed”.*

Application 5: 219 Baker Street, London, NW1 6XE

On 11 January 2019, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm. On the grounds of harm to the appearance (amenity) of the area and harm the setting of the neighbouring grade II listed building, at 10 Praed Street. (RNs: 18/10013/ADV and 18/10011/TELCOM)

On 18 January 2019, the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 9 August 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“Although the location would be prominent, it would essentially replace the existing telephone kiosks. The advertisements would be read in conjunction with the adjacent modern building that has various automotive advertisements on its large, glazed frontages at ground floor and the presence of other street furniture. The advertisement would be more apparent during the hours of darkness, but it would not be a discordant addition to the street scene in this commercial area with the variety of shop fronts and the overall commercial nature of the area”.*

Application 6: 105 Wigmore Street, London

On 22 October 2018, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LCD screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2896 mm. On the grounds of harm to the appearance (amenity) of the area and harm to the setting of the neighbouring Portman Estate Conservation Area. (RNs:18/07457/ADV and 18/07456/TELCOM).

On 16 April 2019, the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 22 August 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“The advertisements would be read in conjunction with the adjacent modern building that has various automotive advertisements on its large glazed frontages at ground floor, and the presence of other street furniture, such as street and traffic lights are close to the appeal site. The advertisement would be more apparent during the hours of darkness, but it would not be a discordant addition to the street scene in this commercial area with the variety of shop fronts and the overall commercial nature of the area”.*

Application 7: 54 Baker Street, London, W1U 7BU

On 20 September 2018, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LCD screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2896 mm. On the grounds of harm to the appearance (amenity) of the area and harm to the setting of the neighbouring Portman Estate Conservation Area. (RNs: 18/06488/ADV and 18/06486/TELCOM)

On 16 April 2019, the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 22 August 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“This is a busy and active area where the structure would be seen in the context of existing street furniture including a number of bicycle racks, street lighting, traffic signs and in the context of ground floor commercial illuminated signage and very large window displays. In this context, and taking into account its size, the proposed advertisement would not cause harm to the amenity of the area of the character and appearance of the conservation area.”.*

Application 8: Edgware Road and Marylebone Flyover, London

On 6 February 2019, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm. On the grounds of harm to the appearance (amenity) of the area. (RN: 18/10636/ADV).

On 13 February 2019 the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 22 May 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“Given the busy commercial context of the proposals, including commercial signage, the adverts will not be out of the character. The footpath is wide and would allow ample space for pedestrian movement. The advertisement would not be incongruous or harmful to the character and appearance of the area”.*

Application 9: 484 - 486 Oxford Street, London, W1C 1NA

On 19 September 2018, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm. On the grounds of harm to the appearance (amenity) of the area and harm to the setting of the neighbouring Portman Estate Conservation Area (RN: 18/06693/ADV & 18/06474/TELCOM).

On 13 February 2019 the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 23 October 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“Against the back drop of exiting shopfronts, bus shelters, large advertisement displays within the wider street scene, the proposals would not appear unduly tall or discordance and would not cause harm to the amenity of the appeal site or its surroundings.”*

Application 10: 334-348 Oxford Street, London, W1C 1JG

On 11 October 2018, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm. On the grounds of harm to the appearance (amenity) of the area harm the setting of the neighbouring Mayfair, Harley Street and Stratford Place Conservation Areas. (RN: 18/06969/ADV & 18/09348/TELCOM)

On 7 December 2018 the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 17 October 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“In the context of large shop windows to surrounding retail units, and the presence of other digital display screens within some of those windows, the proposals would not appear discordant. The proposed displays would be smaller than most of those existing displays, and than the large illuminated nearby shop windows, and sufficiently separated from them as to avoid creating advertisement clutter. They would not appear disproportionate or unduly large, tall or dominant in their immediate surroundings or the wider street scene”.*

Application 11: 149-151 Oxford Street, London

On 08 October 2018, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm. On the grounds of harm to the appearance (amenity) of the area, the character and appearance of the Soho Conservation Area and would harm the setting of the neighbouring grade II

listed building at No. 147 Oxford Street. (RN: 18/06978/ADV & 18/06977/TELCOM).

On 30 April 2019 the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 07 August 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“The proposals would be sensitive in size, height, design and illumination, particularly when viewed in the context of the surrounding shop fronts which have visually prominent signage and advertisements. The proposed advertisements would not be intrusive features within the surrounding area and would not detract from the character of the conservation area. Given its size and design the proposed advertisements would not adversely compromise the special architectural qualities of 147 Oxford Street, nor would it have a harmful effect on its setting”.*

Application 12: 354-358 Oxford Street, London, W1C 1JQ

On 8 October 2018, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LCD display screens measuring 1.21m x 0.69m (one on each side of the InLink unit) in Marylebone Lane. On the grounds of harm to the appearance (amenity) of the area, character and appearance of the Stratford Place Conservation Area and harm to the setting of the neighbouring grade II listed buildings on the east side of Stratford Place (RN: 18/07050/ADV & 18/07049/TELCOM)

On 03 May 2019 the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 23 September 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“In the context of this commercial area with modern street furniture, shopfronts and signage, the advertisements would be complimentary and relatively inconspicuous. They would not harm the character and appearance of the area of the setting of near by listed building. There is nothing to suggest that the advertisements would cause highways safety issues or affect pedestrian flow”.*

Application 13: 386 Oxford Street, London, W1C 1JS

On 02 October 2018, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm.

On the grounds of harm to the appearance (amenity) of the area, character and appearance of the Stratford Place and Mayfair Conservation Area and harm to the setting of the neighbouring grade II listed 400 Oxford Street (Selfridges) (RN: 18/07047/ADV & 18/07040/TELCOM)

On 30 November 2018 the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 17 October 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating *“Against the backdrop of existing adjacent shopfronts and the displays and lighting within them, and in the context of similar, larger, existing adverts within the wider street scene, including within the PECA, the proposed advertisements would not appear unduly large, tall or discordant, and would not cause harm to the amenity of the appeal site or its surroundings, including the nearby conservation area.”*

Application 14: 2A Great Titchfield Street, London, W1W 8AP

On 08 October 2018, the City Council refused prior approval and advertisement consent for the; Display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm. On the grounds of harm to the appearance (amenity) of the area, character and appearance of the East Marylebone Conservation Area and harm to the setting of the neighbouring grade II listed 164-182 Oxford Street. (RN: 18/06975/ADV & 18/06976/TELCOM)

On 30 April 2019 the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 07 August 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“The advertisements would blend in with the existing signage and advertisements in the shop fronts. The proposal would sit comfortably within the existing street clutter surrounding the site and the scale, design and level of illumination of the advertisements would not be visually intrusive and would not detract from the character and appearance of the street scene or the conservation area. The introduction of the proposal would not be a dominant feature and would not be harmful to the setting of the nearby listed building”.*

Application 15: Junction of Oxford St and John Prince's St, London, W1B 2AE

On 10 October 2018, the City Council refused prior approval and advertisement consent for the display of two internally illuminated digital LED screens, one on each side of a freestanding structure ('InLink') measuring 889 mm x 280 mm x 2900 mm. On the grounds of harm to the appearance (amenity) of the area, character and appearance of the Regent Street Conservation Area and harm to the setting of the neighbouring grade II listed 261-271 Regent Street (RN:18/06971/ADV & 18/06970/TELCOM)

On 06 December 2018 the Planning Inspectorate notified the City Council of appeals pursuant to the above refusals. The applicant subsequently withdrew the prior approval appeal (because the structure required planning permission) but continued with the advertisement consent appeal.

On 17 October 2019, the Planning Inspectorate allowed the advertisement consent appeal, subject to conditions, stating: *“In the context of those existing window displays and other digital advertisements, and given the highly commercial nature of the site’s immediate surroundings, the proposed digital displays would not be unduly large, tall or dominant, and would not cause harm to the amenity of the wider street scene, the character or appearance of the conservation area, or the setting of the listed building at 261-271 Regent Street.”*

8. THE PROPOSAL

The applicant proposes to install new free-standing structures (referred to as a 'BT Hub' structure), which comprises two large LED advertising panels and telecommunications equipment, in the 15 locations outlined above. Such structures require both planning permission and advertisement consent, which the applicant has applied for in relation to each site.

The BT Hubs measure 1236mm x 350mm x 2960mm and the LED screens, one on each side of a freestanding structure, measure 950mm x 1670mm. The structures provide free public Wi-Fi, free UK calls, USB charging and an emergency services button. The BT hubs also include environmental sensors, 'insight counting' and small cell mobile connectivity to improve 5G coverage.

The applicant explains that the suppliers of the InLink structure went into administration in 2019 and are no longer able to supply units to BT. Since then, the applicant reports BT have been working on the similar the BT Street Hub – which shares many of the same features.

While the structures provide a mix of telecommunications and advertising functions, the City Council consider it to be apparent that the primary purpose of these structures is for advertising.

As a general principle the City Council does not consider that existing kiosks should be regarded as an opportunity for other commercial uses, including advertising. They were installed in the streets for the purpose of telecommunications only, in accordance with the permitted development provisions of the Town and Country Planning (General Permitted Development) Order. Now that the original function is largely, if not wholly, unnecessary, they should be removed, in accordance with the conditions which form part of the permitted development provision.

The kiosks sought to be removed are considered to make a negative contribution to the appearance of the streetscape, and some have been identified as problematic due to their associations with antisocial behaviour. Their removal is considered to be beneficial. If it is the case that at least one of the kiosks is superfluous then they should in any case be removed under the conditions of Part 16 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).

9. DETAILED CONSIDERATIONS

9.1 Land Use

The proposals are considered to be acceptable in land use terms.

9.2 Environment & Sustainability

Applicant has explained that since the rollout of InLinks, there has been increased focus on green initiatives and environmental monitoring. Street Hubs take this into account and have sensors that can count pedestrian, cyclist and vehicle movements as well as monitor air, sound and light. This free information has its own dashboard and will help the planning system actively manage patterns of growth in support of national air quality objectives and the Governments ten-point plan for a Green Industrial Revolution.

9.3 Biodiversity & Greening

Not applicable.

9.4 Townscape, Design & Heritage Impact and Highways Impact

Policy Context:

The National Planning Policy Framework (2021) is supportive of the expansion of electronic communication networks in paragraphs 114-118. However, it does state that where new sites are required, equipment should be sympathetically designed and camouflaged where appropriate. Paragraph 118 states local planning authorities must determine applications on planning grounds.

The development plan for Westminster consists of:

- Westminster's City Plan, adopted on 21st April 2021.
- The Mayor of London's London Plan (published 2021).

In considering the proposals the City Council has had regard to:

- a) Section 66 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 which states that in considering whether to grant planning permission local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historical interest which it possesses.
- b) Section 72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 which relates to need to pay special attention to the desirability of preserving or enhancing the character and appearance of conservation areas.

The relevant City Plan policies are:

Policy 19: Digital Infrastructure, information and communications technology States that:
(A). Investment in digital and telecommunications infrastructure will be supported. The public benefits of proposals for new infrastructure will be weighed against impacts on local character, heritage assets, or the quality of the public realm.

(D). Opportunities for co-location, shared facilities and innovations such as smart street

furniture should be explored where new digital and telecommunications infrastructure is proposed and proposals for standalone apparatus should demonstrate that such opportunities have been exhausted. Proposals on the highway should also demonstrate that it is not feasible to locate on existing buildings or other structures.

Policy 24 (Sustainable Transport) states:

Development must positively contribute towards the improvement of its public transport nodes in terms of accessibility and legibility and the improvement and delivery of walking and cycling routes that serve a site in order to create an environment where people actively choose to walk and cycle as part of everyday life.

Paragraph 24.6 states: Approximately 1.1 million visitors step into Westminster each weekday so ensuring that all highways and public realm projects prioritise the needs of the pedestrian is essential.

Policy 25 (Walking and Cycling) states:

Development must promote sustainable transport by prioritising walking and cycling in the city.

Part B states that development must prioritise and improve the pedestrian environment and contribute towards achieving a first-class public realm particularly in areas of kerbside stress, including the provision of facilities for pedestrians to rest and relax (including seating) and high-quality and safe road environments and crossings, where needed.

Policy 38 (Design Principles) states:

New development will incorporate exemplary standards of high quality, sustainable and inclusive urban design and architecture befitting Westminster's world-class status, environment and heritage and its diverse range of locally distinctive neighbourhoods. All development will positively contribute to Westminster's townscape and streetscape, having regard to the character and appearance of the existing area, adjacent buildings and heritage assets, the spaces around and between them and the pattern and grain of existing streets, squares, mews and passageways.

Policy 39 (Westminster's Heritage) states:

Westminster's unique historic environment will be valued and celebrated for its contribution to the quality of life and character of the city. Public enjoyment of, access to and awareness of the city's heritage will be promoted. Development must optimise the positive role of the historic environment in Westminster's townscape, economy and sustainability, and will:

- ensure heritage assets and their settings are conserved and enhanced, in a manner appropriate to their significance
- place heritage at the heart of place making and good growth, maintaining the unique character of our heritage assets and delivering high quality new buildings and spaces which enhance their settings.

Part I states that development within the settings or affecting views of listed buildings will take opportunities to enhance or better reveal their significance.

Part K states that development will preserve or enhance the character and appearance

of Westminster's conservation areas. Features that contribute positively to the significance of conservation areas and their settings will be conserved and opportunities taken to enhance conservation areas and their settings, wherever possible.

Policy 40 (Townscape and architecture) states:

Spaces and features that form an important element in Westminster's local townscapes or contribute to the significance of a heritage asset will be conserved, enhanced and sensitively integrated within new development.

Policy 43 (Public Realm) states:

Development will contribute to a well-designed, clutter-free public realm with use of high quality and durable materials capable of easy maintenance and cleaning, and the integration of high-quality soft landscaping as part of the streetscape design.

Part G states that signs and advertisements will make a positive contribution to amenity or public safety by being sensitively designed in terms of their size, location and degree of illumination, their impact on the building on which they are displayed, local context, street-scene and wider townscape.

Paragraph 43.16 states: Although they play a role in providing information, control of signs and advertisements is important as they can have significant impacts on the quality and appearance of the street scene and upon the building on which they are displayed. They may also affect amenity and public safety, including highway safety, and can damage the appearance of the streetscape and the architectural integrity of our built environment.

London Plan

Policy T3 part B(3) states that development Plans and development decisions should ensure the provision of sufficient and suitably-located land for the development of the current and expanded public and active transport system to serve London's needs, including by safeguarding London's walking and cycling networks.

Policy T4 part E states that the cumulative impacts of development on public transport and the road network capacity including walking and cycling, as well as associated effects on public health, should be taken into account and mitigated.

Paragraph 10.4.3 states that it is important that development proposals reduce the negative impact of development on the transport network and reduce potentially harmful public health impacts. The biggest transport-related impact of development on public health in London is the extent to which it enables physical activity from walking, cycling and using public transport.

Historic England Guidance

The Historic England document 'Streets for All, London' has guidance on how to manage the historic environment. On page three there is a photograph of a BT InLink advertising structure, which is similar to the proposed BT Hubs. The text below the photograph states:

Of particular concern in terms of street clutter that shouts its presence, are advertisements attached to street furniture. In London these are increasingly being

located in highly trafficked and often historically sensitive areas. Historic England is worried about the degrading effect these have on the character of conservation areas and the setting of listed buildings, with damaging impacts exacerbated when digital screens and internally illuminated signs are used.

'Westminster Way' Supplementary Planning Document

The 'Westminster Way' Supplementary Planning Document (2011) combines urban design and highways issues and advice. It provides guidance on the installation of new street furniture and specifically considers the installation of new payphone kiosks. It seeks to minimise clutter and ensure a neat and elegant townscape. Specifically in relation to the location of telephone kiosks, Appendix 1 (page 106) states that they must be sited sensitively in relation to the surrounding area, and should not be located in close proximity to one another.

The 'Westminster Way' (pages 17-18) sets out ten rules as part of a Westminster Code. Rule 4 - 'Clutter Free' seeks to minimise the occurrence of furniture obstruction, by removing obsolete, duplicated or unnecessary items, co-locating elements where appropriate and only installing new items where considered absolutely necessary. The public realm will also be managed in such a way that any such clutter is removed so it is maintained to minimal levels. This will ensure ease of pedestrian movement and the delivery of a truly inclusive and neat public realm.

Considerations:

Application 1: 466 - 490 Edgware Road, London, W2 1EJ

The application site is on the pavement outside 466-490 Edgware Road, which lies on the west side of the road and is closer to the kerb edge side of the footway than to the building line. The site lies outside a conservation area and there are no conservation areas or listed buildings in the immediate vicinity. Other than the modern telephone kiosk which is proposed to be replaced by the BT Street Hub there is minimal street furniture immediately adjacent although there is a bus shelter, a litter bin and a recycling centre nearby to the north, as well as several street trees. This part of Edgware Road forms part of the Transport for London Road Network (TLRN). The additional BT kiosks proposed to be removed are sited on the pavement outside 430 Edgware Road and on the pavement on the outside 178-180 Edgware Road.

Objections have been received on behalf of Little Venice Ward Councillors, Paddington BID and Paddington Waterways and Maida Vale Society on the grounds of their size and visual impact and impediment of pedestrian flow.

In this busy commercial context, in the presence of mature trees, within the vicinity of modern street future, the proposals are not considered to unduly harm the visual amenity of the area. The proposals can not reasonably be resisted on townscape grounds.

The proposal leaves a pedestrian clearway of over 2m to the kerbs edge and over 3m from the proposed street Hub to the closest item of street furniture which satisfies the City Council's 2m minimum requirement, it is considered that the Street Hub will not

have an unacceptable impact pedestrian movement. Given their size, the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions

Application 2: Edgware Road Station, London

The application site lies on the north side of Marylebone Road on the back edge of the footway adjacent to the Bakerloo Line entrance to Edgware Road Underground Station. The site lies outside a conservation area and there are no listed buildings within the immediate vicinity, although the adjacent Edgware Road Tube Station is an unlisted building of merit. Other than the modern telephone kiosk which is proposed to be replaced by the BT Street Hub, there is relatively little street furniture in this section of Marylebone Road, other than the railings to the subway, some bike stands, streetlight columns and a large digital advertising structure. This part of the Marylebone Road forms part of the Transport for London Road Network (TLRN). The additional BT kiosks proposed to be removed are sited on the pavement of Bell Street and the pavement on Edgware Road.

Objections have been received from Paddington BID regarding the size of the structure, their dominance, the extent of the advertisement and the impact on visual amenity and the public realm. However, in the context of this large, illuminated advertising billboard, the proposed BT Street Hub would not appear so large as to be incongruous. The urban and modern appearance of the BT Street Hub would be in keeping with the character of the street corner and could therefore not reasonably be resisted on townscape grounds.

There is a pedestrian clearway of approx. 3.2m from the end of the proposed street Hub to the building line and while this measure satisfies Westminster Way's, public realm strategy, recommendation which requires a minimum 2m pedestrian clearway, it is considered that the Street Hub will not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions

Application 3: 378 Edgware Road, London, W2 1EB

The application site lies on the pavement outside 378 Edgware Road, on the east side of the road and on the kerb edge side of the footway. The site lies outside a conservation area and there are no conservation areas or listed buildings in the immediate vicinity. Other than the modern telephone kiosk which is proposed to be replaced by the BT Street Hub, there are several other items of street furniture in this section of Edgware Road including another telephone kiosk, litter bin, a Legible London totem, street lighting columns and road traffic signage. This part of Edgware Road forms part of the Transport for London Road Network (TLRN). The additional BT kiosks proposed to be removed are sited on the pavement outside the Post Office on Edgware Road and at the corner of Harrowby Street and Forset Street.

Objections have been received on behalf of the Little Venice Ward members, and the Paddington BID on the ground that the adverts would appear over dominant, not in keeping with their setting and would contribute to clutter. However, in this busy commercial context, the additional structure and advertising is not considered unduly harmful to visual amenity or the appearance of the streetscape. The proposals can not reasonably be resisted on townscape grounds.

The proposal leaves a pedestrian clearway of over 2.989m from the proposed street Hub to the building line and satisfies the City Council's 2m minimum requirement, it is considered that the Street Hub will not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Application 4: 219 Baker Street, London, NW1 6XE

The application site lies on the west side of Baker Street outside 219 Baker Street. The site lies within the Dorset Square Conservation Area. There are grade II listed buildings at 231-243 Baker Street and The Volunteer Public House which lies further north. Nos. 231-243 are terraced houses dating from 1815, with shopfronts dating from mid to late nineteenth century with some twentieth century alterations, and The Volunteer Public House dates from 1815 as part of the Portman Estate Development. Other than the modern telephone kiosk which is proposed to be replaced by the BT Street Hub, there are relatively few other items of street furniture in the immediate vicinity, but they include a litter bin and some traffic signage.

The Marylebone Society, Baker Street Quarter Partnership and Portman Estate have raised concerns on the grounds that the advertisement would obstruct the pavement and that the illumination of the advert is not improve the Dorset Square conservation area.

However, in the context of this busy commercial area, existing street furniture and signage, the proposals are not felt to cause any further harm to the character and appearance of the conservation area, nor the setting of nearby listed buildings. It would not therefore be reasonable to resist the proposals on townscape and listed building grounds.

The objectors have also noted that there are no existing phone boxes in this location to be removed. The proposed equipment to be installed on Baker Street, outside number 219 is not a direct replacement. The BT kiosks proposed to be removed are sited on the pavement outside 35 Marylebone Road and one on the pavement on the junction of Marylebone Road and Luxborough Street.

The proposals will leave a pedestrian clearway of approx. 3.2m from the end of the proposed street Hub to the building line and which exceeds the City Council's 2m minimum requirement, it is considered that the Street Hub will not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on

highways grounds, subject to conditions.

Application 5: 225 Edgware Road, London, W2 1DH

The application site lies on the north side of Praed Street on the kerb edge side of the pavement outside the Hilton London Metropole. The site lies outside a conservation area, although the Bayswater Conservation Area lies approximately 130m to the west. Approximately 5m to the west on the same side of the street is no. 10 Praed Street, which is a former pub and a grade II listed building.

In addition to the two modern telephone kiosks which are proposed to be replaced by the BT Street Hub, there are a number of other items of street furniture immediately adjacent including a streetlamp column, a road sign and a bollard. The BT kiosk proposed to be removed is located on the pavement outside 51-55 Edgware Road.

of pedestrians using this location creates bottlenecks as people swerve to avoid t
Objections have been raised by the Paddington BID on the grounds that the advertising screen elements are excessive and will dominate the public realm, and that the kiosks will negatively impact pedestrian movement in this busy location.

However, in the context of this busy commercial area and existing street future and advertising, the proposals are not considered unduly harmful on townscape and visual amenity grounds. It would therefore be unreasonable to resist the proposals on these grounds.

The proposals leave a pedestrian clearway of approx. 2.7m from the end of the proposed street hub to the building line and satisfies the City Council's 2m minimum requirement and it is considered that the Street Hub will not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Application 6: 105 Wigmore Street, London

The application site lies on kerb edge side of the pavement on Orchard Street outside the 105 Wigmore Street. The site lies outside a conservation area, although the opposite side of the road is within the Portman Estate Conservation Area.

In the nearby vicinity are nos. 122-130 Wigmore Street, grade II listed buildings dating from the 1770-80s Portman Estate development. In addition to the two modern telephone kiosks which are proposed to be replaced by the BT Street Hub outside 105 Wigmore Street, there are a number of other items of street furniture immediately adjacent including a streetlamp column, bike stands and a bollard.

An objection has been received from the Portman Estate and Baker Street Quarter Partnership on the grounds of pedestrian movement and the excessive nature of the advertising which is not fitting in the public realm.

In the context of exiting streetscape future and given the commercial nature of the street, the proposals are not considered to unduly harm the visual amenity of the area and cannot therefore be reasonably resisted on those grounds.

The proposals provide a pedestrian clearway of approx. 2.8m from the end of the proposed street hub to the building line and satisfies the City Council's 2m minimum requirement and it is considered that the Street Hub will not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Application 7: 54 Baker Street, London, W1U 7BU

The application site lies on the kerb edge side of the pavement outside the 55 Baker Street. The site lies outside a conservation area but within close proximity of the Portman Estate Conservation Area boundary. In addition to the modern telephone kiosk proposed to be replaced by the BT Street Hub outside 55 Baker Street, there are a number of other items of street furniture including a number of bicycle racks, street lighting, traffic signs with traffic signals also located a short distance away, as well as outside seating present in front of the adjacent building. The additional BT kiosk proposed to be removed is located on the pavement on the north side of Paddington Street.

An objection has been received from the Portman Estate on the grounds of pedestrian movement and the excessive nature of the advertising which is not fitting in the public realm. One resident objection has been received in relation to the size of the structure and the extent of adverting. However, given the commercial character of the site and the existence of existing street future, lighting and signs, the proposals are not considered unduly harmful to visual amenity and cannot be reasonably resisted on those grounds.

The proposed show pedestrian clearway of approx. 2.6m from the end of the proposed street Hub to the forecourt area of the nearest property. This satisfies the City Council's 2m minimum requirement and it is considered that the Street Hub will not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways ground, subject to conditions.

Application 8: Edgware Road and Marylebone Flyover, London

The application site lies on the east side of Edgware Road on the building edge side of the footway. Despite the site address the site lies on the south side of the Marylebone Road flyover, 70m to the south of the tube station entrance and is adjacent to the perimeter railings to the subway. The site lies outside a conservation area and there are no conservation areas or listed buildings in the immediate vicinity.

Other than the modern telephone kiosk which is proposed to be replaced by the BT

Street Hub, there are several other items of street furniture in this section of Edgware Road including two further telephone kiosks, litter bins, a Legible London totem, street lighting columns, utilities cabinet and a CCTV column.

Objections have been received from the Paddington BID on the grounds that the advertising component and their dominance on the public realm. However, given the commercial nature of Edgware Road, and existing modern street furniture and advertising, the proposals are not considered to unduly harm the visual amenity of the area and therefore can not be reasonably resisted on these grounds.

The proposal leaves a pedestrian clearway of approx. 3m from the proposed street hub to the closest item of street furniture which satisfies the City Council's 2m minimum requirement and it is considered that the Street Hub will not have an unacceptable impact pedestrian movement. The proposed Hub is a replacement and is set back from the pedestrian desire line. Given their size the displays will not cause an unacceptable impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the application on highways grounds, subject to conditions.

Application 9: 484 - 486 Oxford Street, London, W1C 1NA

The site is the pavement outside of 484 - 486 Oxford Street, which is situated on the north side of the street. The site is not within a conservation area, however, it is in close proximity to the Mayfair, Portman Estate, and Stratford Place Conservation Areas. There are also views from the site to the Selfridges Building which is listed at Grade II* and 139-141 Park Lane which is listed at Grade II. In the immediate vicinity of the proposed site there are a number of other items of street furniture including streetlights, a bench, and a bin, there are also two trees.

Objections from Ward Councillors and the Mayfair Residents Group are on the grounds of Oxford Street requiring less street clutter. The New West End Company also object to their highly prominent location.

The Ward Councillors state that they have previously raised objections to similar proposals on the same grounds, leading to the applications being refused and the appeals upheld. However, it should be noted that, at this site, the Planning Inspector has already allowed an appeal for similar proposals (see Section 7.2 of this report).

Three neighbouring residents support the removal of the existing kiosks which are used for antisocial behaviour and clutter the street.

Given the commercial nature of the area and the existence of existing modern street furniture advertising as well as street trees, the proposals are not considered overly prominent and will not unduly harm the visual amenity of the area. As such it would not be considered reasonable to resist the proposals on townscape and visual amenity grounds.

The proposals show pedestrian clearway of approx. 6.68m from the end of the proposed Street Hub to the forecourt area of the nearest property. This satisfies the City Council's

2m minimum requirement, and it is considered that the Street Hub will not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Further, the installation of the Street Hub in this location would not prejudice future public realm enhancements associated with the Oxford Street Programme and permission could not be refused on this basis

Application 10: 334-348 Oxford Street, London, W1C 1JG

The site is the pavement outside of 334-348 Oxford Street, which is situated on the north side of the street. The site is not within a conservation area, however, it is in close proximity to the Mayfair, Harley Street, and Stratford Place Conservation Areas. In the immediate vicinity of the proposed site there are a number of other items of street furniture including a lamp, a bench, and some bins, there are also two trees.

Objections have been received from councillors, who object to the proposals on the grounds of impeding pedestrian movement, street clutter and safety. The New West End Company also object to its highly prominent location. However, in the context of exiting street future and the commercial nature of the area, the proposals are not considered unduly harmful to visual amenity and cannot reasonably be resisted on those grounds.

The councillors state that they have previously raised objections to similar proposals on the same grounds, leading to the applications being refused and the appeals upheld. However, it should be noted that, at this site, the Planning Inspector has already allowed an appeal for similar proposals (see Section 7.2 of this report).

The proposed equipment to be installed outside 334-348 Oxford Street is not a direct replacement but shows a pedestrian clearway of approx. 7.089m from the end of the proposed street Hub to the building line. This satisfies the City Council's 2m minimum requirement, and it is considered that the Street Hub will not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Further, the installation of the Street Hub in this location would not prejudice future public realm enhancements associated with the Oxford Street Programme and permission could not be refused on this basis

Application 11: 149-151 Oxford Street, London

The site is the pavement outside of 149-151 Oxford Street, which is situated on the south side of the street. The site located within the Soho Conservation Area, and has views from the East Marylebone Conservation Area. The site is also located near to 147 Oxford Street which is Grade II listed, and there are views to the site from 156-162

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Oxford Street which is grade II* listed. In the immediate vicinity of the proposed site there are a number of other items of street furniture including a streetlight, and a bin, and there are also two trees.

Objections have been received from councillors, who object to the proposals on the ground of impeding pedestrian movement, street clutter and safety. The Soho society also raise objections to the increase in street clutter, and their impact on pedestrian flow. They also object to the advertisements due to their size and detrimental impact on the public realm. The New West End Company also object to its highly prominent location.

However, in the context of exiting street future and the commercial nature of the area, the proposals are not considered unduly harmful to visual amenity and character and appearance of the conservation area, nor the setting of neighbouring listed building. Therefore, the proposals cannot reasonably be resisted on those grounds.

The proposed equipment to be installed outside 149-151 Oxford Street is not a direct replacement but provides a pedestrian clearway of approx. 3.799m from the end of the proposed street Hub to the building line. This satisfies the City Council's 2m minimum requirement, and it is considered that the Street Hub not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Further, the installation of the Street Hub in this location would not prejudice future public realm enhancements associated with the Oxford Street Programme and permission could not be refused on this basis

Application 12: 354-358 Oxford Street, London, W1C 1JQ

Whilst the site is located on Marylebone Lane near the junction with Oxford Street. The site isn't located within a conservation area however it is just outside the Stratford Place Conservation Area, and is visible from the Mayfair Conservation Area. It is located nearby to 2-7 Stratford Place, and 8-10 Stratford Place both which are Grade II listed, as well as Stratford House which is Grade I listed. In the immediate vicinity of the proposed site there are a number of other items of street furniture including benches, cycle racks, bins, and a kiosk, there are also a number of trees.

Objections have been received by councillors, who object to the proposals on the grounds of impeding pedestrian movement, street clutter and safety.

However, in the context of exiting street future, street trees and the commercial nature of the area, the proposals are not considered overly prominent or unduly harmful to visual amenity or the setting of neighbouring listed building. Therefore, the proposals cannot reasonably be resisted on those grounds.

Then proposals show a pedestrian clearway of approx. 4.25m on one side of the proposed street Hub. This satisfies the City Council's 2m minimum requirement, and it is considered that the Street Hub not have an unacceptable impact pedestrian movement.

Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Application 13: 386 Oxford Street, London, W1C 1JS

Whilst the site address is 386 Oxford Street, it is more accurately described as being outside 396 Oxford Street close to the junction with Duke Street. The site is not located within a Conservation Area, but is within close proximity to the Stratford and Mayfair Conservation Areas. It is also close to 360-366 Oxford Street, and 368-370 Oxford Street, both of which are Grade II listed, as well as the Selfridges building which is Grade II* listed. In the immediate vicinity of the proposed site there are a number of other items of street furniture including a bench, and a bin, as well as two trees.

Objections have been received from councillors, who object to the proposals on the grounds of impeding pedestrian movement, street clutter and safety. The Soho society also raise objections to the increase in street clutter, and their impact on pedestrian flow. They also object to the advertisements due to their size and detrimental impact on the public realm. The New West End Company also object to its highly prominent location.

However, in the context of exiting street future and the commercial nature of the area, the proposals are not considered unduly harmful to visual amenity and character and appearance of the conservation area, nor the setting of neighbouring listed building. Therefore, the proposals cannot reasonably be resisted on those grounds.

The proposed equipment is not a direct replacement but provides a pedestrian clearway of approx. 5.989m from the end of the proposed street Hub to the building line and 2m on the kerbside. This satisfies the City Council's 2m minimum requirement, and it is considered that the Street Hub not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Further, the installation of the Street Hub in this location would not prejudice future public realm enhancements associated with the Oxford Street Programme and permission could not be refused on this basis

Application 14: 2A Great Titchfield Street, London, W1W 8AP

Whilst the site is located on Great Titchfield Street near the junction with Oxford Street. The site is located within the East Marylebone Conservation Area and is located adjacent to 164-182 Oxford Street which is Grade II listed. In the immediate vicinity of the proposed site there are a number of other items of street furniture including benches, cycle racks, bins, and a kiosk, there are also a number of trees.

Objections have been received from Councillors, who object to the proposals on the

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grounds of impeding pedestrian movement, street clutter and safety. The Soho society also raise objections to the increase in street clutter, and their impact on pedestrian flow. They also object to the advertisements due to their size and detrimental impact on the public realm. The New West End Company also object to its highly prominent location.

The proposed equipment to be installed in Great Titchfield Street although not a direct replacement, is within the immediate area. The repositioning of this BT kiosk, is more in line with existing street furniture and is less likely to cause pedestrians to deviate from their desire lines. The proposals show a pedestrian clearway of approx. 3.5m from the building line and 3.289m from the proposed Hub to an existing kiosk, it is considered that the Street Hub not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Further, the installation of the Street Hub in this location would not prejudice future public realm enhancements associated with the Oxford Street Programme and permission could not be refused on this basis.

Application 15: Junction of Oxford St and John Prince's St, London, W1B 2AE

The site is the pavement on the east side of John Prince's Street at the junction with Oxford Street. The site is located within the Regent Street Conservation Area and is close to the Mayfair, and Harley Street Conservation Areas. Furthermore, it is in close proximity with 1 and 2, John Prince's Street, 249-259 Regent Street, 1 and 1A Cavendish Square, all of which are Grade II listed.

Objections have been received from Councillors, who object to the proposals on the grounds of impeding pedestrian movement, street clutter and safety. The Soho society also raise objections to the increase in street clutter, and their impact on pedestrian flow. They also object to the advertisements due to their size and detrimental impact on the public realm. The New West End Company also object to its highly prominent location.

The proposed shows a pedestrian clearway of approx. 2.889m on one side of the proposed street Hub to the building line. This satisfies the City Council's 2m minimum requirement, and it is considered that the Street Hub not have an unacceptable impact pedestrian movement. Given their size the displays will not have a detrimental impact in terms of highway safety.

Accordingly, it is considered that it would not be sustainable to refuse the applications on highways grounds, subject to conditions.

Further, the installation of the Street Hub in this location would not prejudice future public realm enhancements associated with the Oxford Street Programme and permission could not be refused on this basis.

9.5 Residential Amenity

Due to their size and position on highway, it is considered that the Street Hubs would not have a detrimental impact in terms of loss of light, overlooking, sense of enclosure or loss of privacy over the existing situation.

As part of their submission the applicant has included an Anti-social Behaviour Management Plan. In it they highlight that the existing unused kiosks are often prime sites for Anti-social behaviour and vandalism, and state that they intent to work with local stakeholders to prevent this occurring at the new Street Hubs.

The proposals are considered to be acceptable in amenity terms.

9.6 Economy including Employment & Skills

The improvements in digital infrastructure and connectivity that are proposed are intended to support future economic growth.

9.7 Other Considerations

Radiation Levels

The applicants have provided the relevant ICNIRP certification confirming that individually and cumulatively, the installation is within acceptable limits of non-ionising radiation levels and will not harm human health. The application in this respect complies with the guidance contained in the NPPF and planning practice guidance, as such it would not be reasonable for the City Council to uphold any objection on health-related grounds.

9.8 Environmental Impact Assessment

The proposed development is not of sufficient scale or impact to require an Environmental Impact Assessment.

9.9 Planning Obligations & Pre-Commencement Conditions

Planning obligations are not relevant in the determination of this application and no pre-commencement conditions are recommended.

10. Conclusion

It is considered that the visual harm of the hubs would be limited, there would be sufficient pavement width remaining not to impede pedestrian movement and that the advertisements would not pose a highway safety issue. The fact that Advertisement Consent was allowed by the Planning inspector, on all 15 application sites, is also a strong material consideration in the assessment of the applications. Accordingly, it is considered that the proposals are acceptable in land use, design and conservation, residential amenity and highways terms and comply with Policies 19, 24, 25, 38, 39, 40, 43 of the Westminster City Plan (April 2021) and the "Westminster Way" Supplementary Planning Document. The applications are therefore recommended for conditional approval, for a temporary period of 5 years.

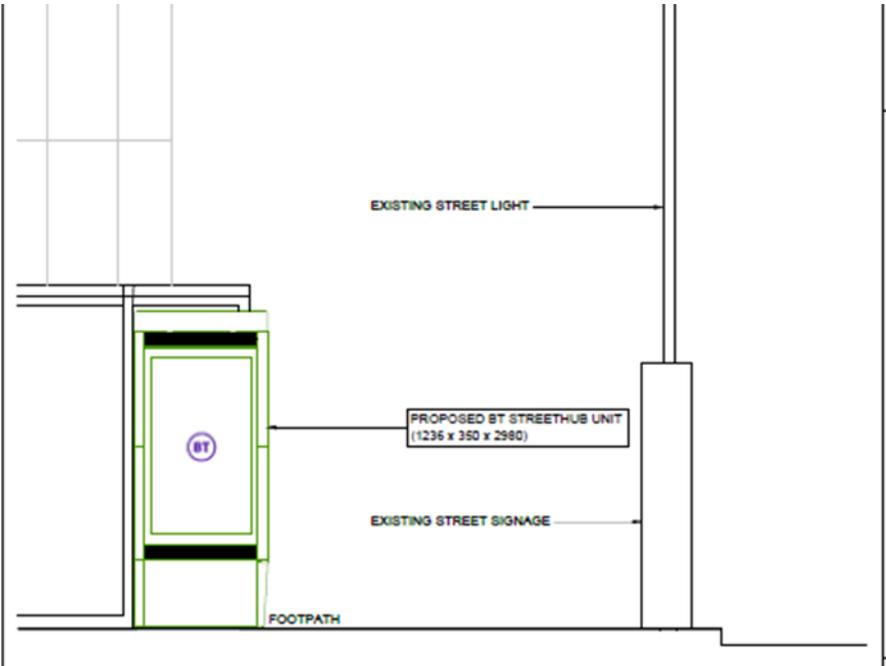
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(Please note: All the application drawings and other relevant documents and Background Papers are available to view on the Council's website)

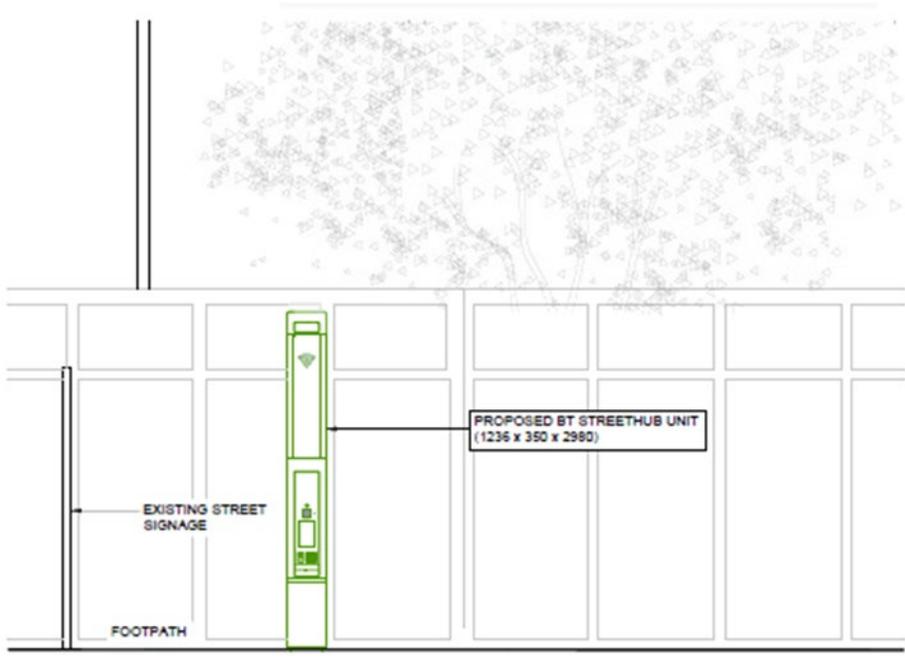
IF YOU HAVE ANY QUERIES ABOUT THIS REPORT PLEASE CONTACT THE PRESENTING OFFICER: IAN CORRIE BY EMAIL AT icorrie@westminster.gov.uk

11. KEY DRAWINGS

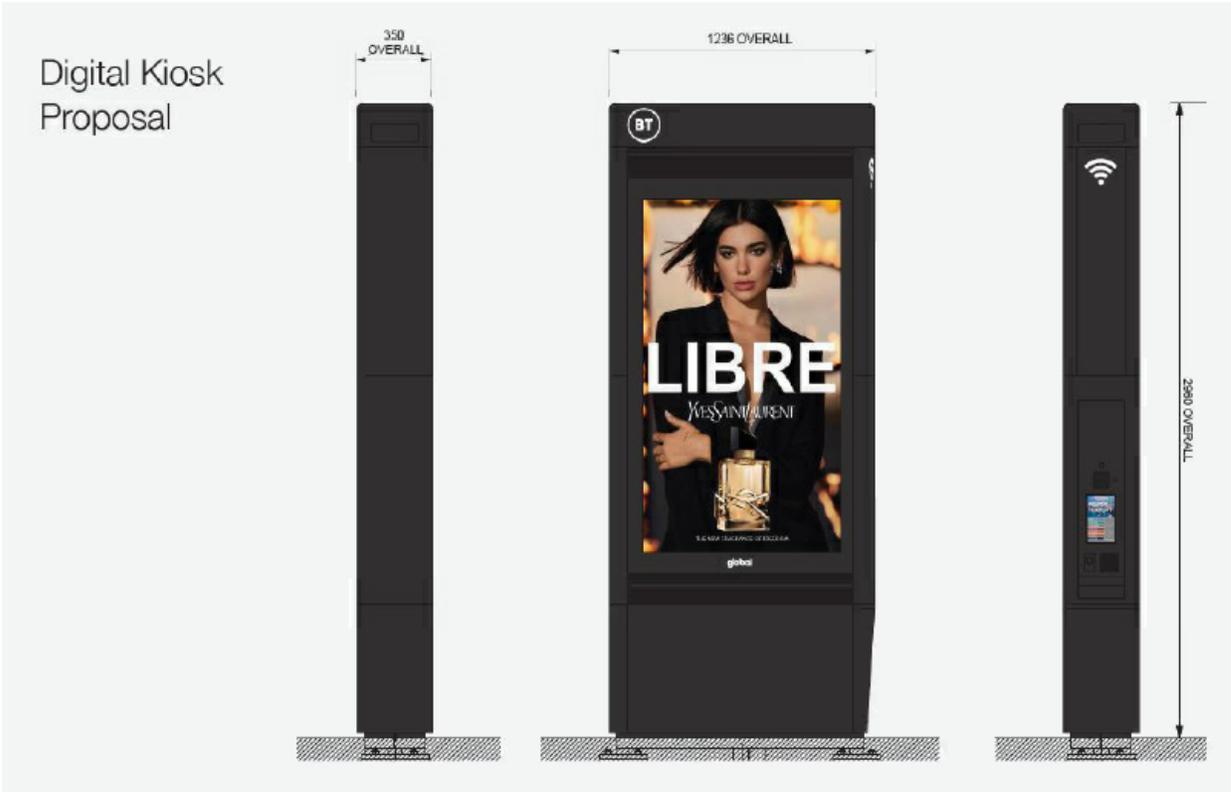
Front Elevation



Side Elevation



Visual of BT Hub



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EXAMPLE DRAFT PLANNING PERMISSION DECISION LETTER (conditions are the same for each of the 15 applications)

Address: 466 - 490 Edgware Road, London, W2 1EJ,
Proposal: Removal of three BT kiosks and installation of one BT Street Hub, incorporating two digital 75" LCD advert screens on pavement opposite 466 - 490 Edgware Road.
Reference: 21/08885/FULL
Plan Nos: 001 REV A, 002 REV A, 003 REV A.

Case Officer: Jennie Humphrey **Direct Tel. No.** 020 7641 07866040589

Recommended Condition(s) and Reason(s)

- 1 The development hereby permitted shall be carried out in accordance with the drawings and other documents listed on this decision letter, and any drawings approved subsequently by the City Council as local planning authority pursuant to any conditions on this decision letter.

Reason:
For the avoidance of doubt and in the interests of proper planning.

- 2 The permitted maximum luminance of the two digital display screens shall not exceed the level of 600cd/m² if illuminated area is less than 10m², if larger its 300cd/m²; during hours of darkness and all specifications shall be in accordance with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05 (PLG05): The Brightness of Illuminated Advertisements'.

Reason:
To protect the visual amenity of the area.

- 3 The illumination and advertisement/displayed image shall not be intermittent or flashing, not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements), not incorporate changing light patterns, and shall show two dimensional images only. (Please note the illumination of the proposed Hubs will need to adhere to limits of luminance, illuminance and intensity as advised in PLG05 [see Section 5 of Limiting the luminance of illuminated advertisements], and Guidance Note 01: The Reduction of Obtrusive Light).

Reason:

To protect the visual amenity of the area and in the interests of public safety as set out in Policies 24 and 25 of the City Plan 2019 - 2040 (April 2021).

- 4 No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

Reason:

In the interests of public safety as set out in Policies 24 and 25 of the City Plan 2019 - 2040 (April 2021). (R24BD)

- 5 No audio associated with the advertisements.

Reason:

To protect the amenity of the area.

- 6 Messages relating to the same product shall not be sequenced.

Reason:

To protect the visual amenity of the area.

- 7 The advertisements displayed on each panel shall not change more frequently than once every 15 seconds.

Reason:

To protect the visual amenity of the area.

- 8 The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including 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 protect the visual amenity of the area.

- 9 The footway and carriageway of the concerned public highway must not be blocked during the installation and maintenance of the proposal. Temporary obstruction during the installation / maintenance must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrian or obstruct the flow of traffic.

Reason:

In the interests of public safety and to avoid blocking the road as set out in Policies 24 and 25 of the City Plan 2019 - 2040 (April 2021). (R24AD)

- 10 The proposed BT Street Hubs shall be maintained in a condition that does not impair the visual amenity of the site.

Reason:

To protect the visual amenity of the area.

- 11 All vehicles associated with the works must only park / stop at permitted locations and within the time periods permitted by existing on-street restrictions.

Reason:

In the interests of public safety and to avoid blocking the road as set out in Policies 24 and 25 of the City Plan 2019 - 2040 (April 2021). (R24AD)

- 12 The structure can remain for five years from the date of this letter. After than you must remove it and return the land to its previous condition.

Reason:

So that we can assess the effect of the structure and make sure it meets policy 24, 25, 38, 39, and 43 of the City Plan 2019-2040 (April 2021).

Informative(s):

- 1 In dealing with this application the City Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our statutory policies in the City Plan 2019 - 2040 (April 2021), neighbourhood plan (where relevant), supplementary planning documents, the London Plan (March 2021), planning briefs and other informal written guidance, as well as offering a full pre application advice service, in order to ensure that applicant has been given every opportunity to submit an application which is likely to be considered favourably. In addition, where appropriate, further guidance was offered to the applicant at the validation stage.

Please note: the full text for informatives can be found in the Council's Conditions, Reasons & Policies handbook, copies of which can be found in the Committee Room whilst the meeting is in progress, and on the Council's website.

EXAMPLE DRAFT ADVERTISEMENT CONSENT DECISION LETTER (conditions are the same for each of the 15 applications)

Address: 466 - 490 Edgware Road, London, W2 1EJ,

Proposal: Display of two internally illuminated digital 75" LCD display screens measuring 1.67m x 0.95m on each side of the Street Hub unit opposite 466 - 490 Edgware Road.

Reference: 21/08886/ADV

Plan Nos: 001 REV A, 002 REV A, 003 REV A.

Case Officer: Jennie Humphrey

Direct Tel. No. 020 7641
07866040589

Recommended Condition(s) and Reason(s)

Standard Conditions:

- (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.
- (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.
- (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.
- (4) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (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.

Additional Condition(s):

- 1 You can display the advert for five years from the date of this letter. You must then remove it without delay.

Reason:

So that we can assess the effect of the advert and make sure it meets policy 24, 25, 38, 39, 43 of the City Plan 2019-2040 (April 2021).

- 2 The permitted maximum luminance of the two digital display screens shall not exceed the level of 600cd/m² if illuminated area is less than 10m², if larger its 300cd/m²; during hours of darkness and all specifications shall be in accordance with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05 (PLG05): The Brightness of Illuminated Advertisements'.

Reason:

To protect the visual amenity of the area.

- 3 The illumination and advertisement/displayed image shall not be intermittent or flashing, not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements), not incorporate changing light patterns, and shall show two dimensional images only. (Please note the illumination of the proposed Hubs will need to adhere to limits of luminance, illuminance and intensity as advised in PLG05 [see Section 5 of Limiting the luminance of illuminated advertisements], and Guidance Note 01: The Reduction of Obtrusive Light).

Reason:

To protect the visual amenity of the area and in the interests of public safety as set out in Policies 24 and 25 of the City Plan 2019 - 2040 (April 2021).

- 4 No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

Reason:

In the interests of public safety as set out in Policies 24 and 25 of the City Plan 2019 - 2040 (April 2021). (R24BD)

- 5 No audio associated with the advertisements.

Reason:

To protect the amenity of the area.

- 6 Messages relating to the same product shall not be sequenced.

Reason:

To protect the visual amenity of the area.

- 7 The advertisements displayed on each panel shall not change more frequently than once every 15 seconds.

Reason:

To protect the visual amenity of the area.

- 8 The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including 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 protect the visual amenity of the area.

Please note: the full text for informatives can be found in the Council's Conditions, Reasons & Policies handbook, copies of which can be found in the Committee Room whilst the meeting is in progress, and on the Council's website.