

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007

PRE-APPLICATION PLANNING STATEMENT

BY

NEW WORLD PAYPHONES

**LONDON BOROUGH OF
RICHMOND UPON THAMES**

December 2022

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1. INTRODUCTION

This Pre-Application Statement is submitted in advance of various related applications for Planning Permission (under section 62 of the Town and Country Planning Act 1990) and Advertisement Consent (under regulation 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007) in respect of five proposed replacement Telephone Kiosks at various locations across the Borough. The applications for Planning Permission are to replace the existing Telephone kiosk(s) while the applications for Advertisement Consent are for an internally illuminated digital advertising display which is integrated within the replacement kiosk.

The Applicant is an Electronic Communications Code Operator under the terms of the Telecommunications Act 1984, and has statutory powers enabling it to operate electronic communications apparatus within the highway for the purpose of its electronic communications network. Accordingly, the applicant operates an electronic communications network across the United Kingdom and within that across the Borough.

2. BACKGROUND INFORMATION

In 2016, New World Payphones (NWP) approached the Council to discuss its estate consolidation plans. Thereafter, various applications were submitted proposing the replacement and upgrade of some of the existing Telephone kiosks. The applications were refused with some going to appeal. For site specific reasons, the appeals were dismissed.

The applicant has revisited the proposals, including the appeal decisions, and amended the proposals responding to the issues as raised previously.

3. TELEPHONE KIOSK RATIONALISATION

The applicant's electronic communications network comprises 15 kiosks across the Borough, although one of these was removed recently. The kiosks date back to the 1990's and are therefore tired-looking structures and also outmoded in terms of their telephony equipment. In addition, the enclosed kiosk has experienced historic problems including occasional anti-social behaviour and impaired access for people with mobility needs. Notwithstanding, the kiosks are used with the majority of calls made to mobile and the Emergency services. Moreover, the applicant's experience is that kiosks are used more post-upgrade than before.

Since acquiring the estate in 2015, the applicant has done what it can to maintain the two and a half decades old kiosks. It is now keen to rationalise the estate and in so doing install the new services replacement kiosk in the locations proposed.

The applicant recognises that the use of public telephone kiosks has declined creating the opportunity to rationalise existing networks and thereby declutter the public realm. The proposal therefore is to upgrade a small number (6) of the existing kiosks across the Borough to the new electronic communications services

kiosk, and to remove those kiosks not upgraded, the initiative funded by advertising. The initiative would achieve a 65% estate reduction across the Borough which, commensurate with recent such initiatives elsewhere in Westminster and Kensington & Chelsea, would be delivered either by condition or via Agreement linked to the applications. The table below lists the kiosks to be removed and proposed new services kiosks to be installed:

Kiosk to be removed	Kiosk to be removed	Kiosk to be removed	Kiosk to be removed	Proposed new services kiosk
172-176 Upper Richmond Rd West	172-176 Upper Richmond Rd West	*437 Upper Richmond Rd West		172-176 Upper Richmond Rd West, East Sheen
4-10 Sheen Rd Richmond	118-120 Sheen Rd Richmond	10 Station Parade Kew		Pavement east of 32-36 Kew Road, Richmond
35 London Rd Twickenham	35 London Rd Twickenham			35-41 London Road, Twickenham
43 King Street Twickenham	62-64 Heath Rd Twickenham			43 King Street, Jnc Cross Deep, Twickenham
72 High Street Whitton				72 High Street, Whitton
61-63 Broad St Teddington	6 High Street Teddington	171B High St Hampton	171B High St Hampton	61 Broad Street, Teddington

* Already removed

Tree planting

As part of its environmental commitments, the applicant is partnered with 'Trees for Cities', a global charitable organisation working to create greener cities internationally. As part of this commitment, in addition to kiosk removal, the applicant proposes planting a street tree in a location to be agreed with the Council for every new services kiosk installed. This undertaking would be delivered by agreement under either Section 278 of the Highways Act 1980 or Section 106 of the Town and Country Planning Act 1990.



Council communications

In addition to kiosk removal and tree planting, the proposal includes offering the Council use of the advertisement panel within the replacement new services Kiosk for Council communication purposes. This would comprise one ten second slot in each hour, at no cost to the Council, to be secured by agreement.

4. THE PROPOSAL

The proposed Kiosks will go to make up the applicant's electronic communications network across the UK. The proposed Kiosk is manufactured from robust, high quality materials and in functional terms, appropriate to today's technological conditions, would deliver the following multi-functional communications capability:

- New telephone equipment with the ability to accept credit/debit card and cash payment;
- A 27inch LCD display providing interactive wayfinding capability;
- Equipment for provision of public Wi-Fi access points and/or equipment for provision of public small-cell access nodes;
- Location-based information via on-display QR codes;
- On the reverse side, a 1635mm H x 924mm W LCD digital display for advertising purposes, recessed behind toughened laminated glass.

With the replacement new services Kiosk design, the intention was to create an instantly recognisable yet modern telephone kiosk. To this end, the applicant pursued a traditional approach in the design process, drawing appropriate influence from UK kiosk design heritage. The new Kiosk is also purposefully 'open' to enable unfettered access for all users including the accessibility impaired, and to help eradicate anti-social behaviour sometimes associated with kiosks.

The existing NWP Telephone Kiosk is box-shaped and enclosed, 2430mm high, 948mm wide, 948mm deep with a footprint measuring 0.89sq.m. In comparison, the proposed Kiosk is 2499mm high (a difference of 69mm), 1096mm wide (148mm wider than the existing kiosk), 762mm deep (186mm less deep than the existing kiosk), with an open L-shaped footprint measuring 0.41sq.m, half that of the existing kiosk.

As noted, the reverse side of the proposed Kiosk features a 1635mm H x 924mm W 1.5sq.m integrated digital display. For many years, advertising has supported the viability of telephone kiosks and is found on the majority of older kiosks across the Borough. The Advertisement Regulations recognised this until recently, including advertisements on telephone kiosks among the classes of advertisement for which deemed consent was granted. However, the aforementioned advertising element was in essence an afterthought. The proposed Kiosk is different in that the advertising element is an integral part of the Kiosk design reflecting, as noted, its integral role in the initiative financing.

The integrated advertising display is a LCD (liquid crystal display) display. This display type represents the latest technology for outdoor signage applications and, accordingly, displays of this kind are increasingly commonplace in towns and cities across the UK, in centres of activity and/or alongside main movement corridors.

The display would portray static advertising images in sequence, changing every 10 seconds. In darkness, the display operates at a set level whereby luminance does not exceed 300 cdsq.m, which is well within the levels recommended by the Institute of Lighting Professionals in PLG05. The display is turned off between midnight and 5am. The display has an in-built sensor system which, in daytime,

reads ambient light levels and adjusts the display luminance to that level; this means lower display luminance when ambient light levels are lower and higher display luminance when ambient light levels are higher. The display therefore operates in full accordance with guidance issued by the Institute of Lighting Professionals (PLG05).

5. PROPOSED KIOSK – DEVELOPMENT CONTROL ENDORSEMENT

The proposed Kiosk is a contemporary, aesthetically pleasing design that would represent an improvement on the existing kiosk functionally and visually. In this respect, we refer to a series of appeal decisions from 2016 in respect of various appeals in LB of Hillingdon (lead case APP/R5510/Z/16/3157043) which involved the same old kiosks and proposed Kiosk in this case. In these cases the Inspector commented, *"the existing phone box, which would be replaced as part of the proposed advertisement, is a tired looking feature". ... "the new kiosk would introduce a more appropriate, modern feature and in this respect it would improve visual amenity"*.

We refer also to the recent findings of a number of Planning Inspectors in respect of 40 appeals in Westminster, in which all 40 Prior Approval Appeals for the proposed Kiosk were Allowed. Below are excerpts from a sample of these appeal decisions addressing the design and utility aspects of the proposal. The Appeal decisions concerned can be provided on request.

Ref: APP/X5990/W/17/3182187 - 50-52 Buckingham Palace Road, London SW1W 0RN

"10. The proposed kiosk would be more modern in appearance than the double kiosk that is currently positioned on the site. It would be finished in a black colour and so would assimilate well into the street-scene. It would have a more contemporary appearance in relative terms, but not so contemporary that it would be to the detriment of the overall character and appearance of the immediate locality. Furthermore, its open sided design would have the effect of minimising its scale and dominance when viewed from public roads.

11. The screen to the rear would have the effect of breaking up the rear elevation of the kiosk. The use of a screen in such an elevation (for display purposes) would not be an alien concept in what is a very urban environment.

14. In design terms, I consider that the new kiosk would appear as a more up to date and aesthetically pleasing structure when viewed in the street-scene. In this sense, it would lead to some improvement to the overall setting of the listed statue and the Conservation Area.

27. I have taken into account comments made by other interested parties, but I do not consider that the proposal would constitute poor design, have an adverse impact upon the ease of walking in the locality or unacceptably add to street clutter.

21. The kiosk would include additional functionality and not all people have a mobile telephone.

23. The kiosk would perform a public function and, in any event, the degree of public

benefit is not a prior approval consideration.

24. The proposed kiosk would include mapping functionality which may be of benefit for tourists. It would also include telephone use, public Wi-Fi capability and advertisement space including urgent messages that could potentially be displayed by the Council. Furthermore, its open sided design would enable ease of access for wheel chair users."

Ref: APP/X5990/W/17/3182001 - Outside 105 Charing Cross Road, London WC2H 0DT

"12. The proposed kiosk would be more modern in appearance than the kiosk that is currently erected on the site. However, it would be finished in a black colour and would not be too dissimilar in size to the existing kiosk. Taking into account its size, position, design and colour, I am satisfied that the proposed telephone kiosk would assimilate well into the street-scene and that it would not constitute an alien feature in this urban environment.

14. I conclude that the overall effect of the siting and appearance of the development upon the character and appearance of the Conservation Area would be a neutral one.

27. I have taken into account comments made by other interested parties, but I do not consider that the proposal would constitute poor design, have an adverse impact upon the ease of walking in the locality or unacceptably add to street clutter."

Ref: APP/X5990/W/17/3182218 - Outside 1-3 Craven Road, London W1F 9JT

"11. The proposed kiosk would be more modern in appearance than the kiosk it would replace. It would be finished in black matching street furniture nearby, would be open sided, of relatively simple design and an overall less bulk than the existing kiosk. Thus there would be no increase in street clutter.

20. I am satisfied the proposed kiosk would perform a public function".

Ref: APP/X5990/W/17/3182287 - Outside 3-4 London Street, London W2 1HL

"10. The proposed kiosk would be marginally wider and slightly shallower than the existing box, but would be the same colour and be roughly the same height. It would be open on two sides and would contain the telephone equipment and a 24 inch wayfinder display screen.

11. Overall its scale is similar to the existing kiosk, and its design has regard to more traditional K6 phone boxes in terms of its slightly domed roof and the fenestration pattern on the side panel. The existing phone box appears bland and dated. The proposal would therefore represent an opportunity to improve and, due to the wayfinding screen, modernise its appearance in keeping with the commercial character of this part of the Bayswater Conservation Area."

Ref: APP/X5990/W/17/3182344 - Outside 508-520 Oxford Street, London W1C 1NB

"10. The replacement kiosk would have a more modern and contemporary appearance than the existing kiosk but the simple and open sided design would not appear out of place within the context of the existing street furniture and the

commercial nature of this part of the street. It would be no more visually prominent than the kiosk that would be replaced.

11. Overall it would be no more bulky and imposing than the kiosk it would replace and in being sited in the same position it would assimilate well into the street scene and would not add to street clutter. Therefore its siting and appearance would have a neutral effect on the character and appearance of the surrounding area. As such, the character and appearance of the Conservation Area would not be harmed and would be preserved.

23. I am satisfied the proposed kiosk would perform a public function”.

We refer also to recent Appeal decisions in the Royal Borough of Kensington and Chelsea from 2018 and 2019, in respect of 22 Appeals of which 19 appeals were Allowed. The Inspector who handled ten of these appeals commented as follows in relation to the proposed Kiosk:

“26. The new kiosk design, while modern in function draws influence from UK telephone kiosk design heritage. This appears to be particularly the case with regard to the roof shape and glazed side panel. These design features and particularly the incorporation of the ‘telephone’ signage to each side of the roof, would clearly indicate its principal purpose and function, despite the advertisement panel to the rear. While the proposed kiosk would include obscured glazing this forms a small part of it and while it would have a broader frame than the existing kiosk, its open design contrasts favourably with the existing enclosed kiosk. Taking these factors as a whole, as well as the broadly similar dimensions of the two kiosks, the replacement would not be significantly more visually prominent than the existing kiosk.

27. The replacement of the unsightly kiosk with a new kiosk of more modern and open design would be an improvement to the area’s appearance. The black colour scheme would integrate visually with other forms of street furniture of a similar colour, notably the nearby equipment boxes and frame of the bus shelter on the opposite side of the road.”

The Inspector who handled the twelve other Appeals in Kensington and Chelsea commented as follows in relation to the proposed Kiosk:

“8. The kiosk is designed to be wheelchair accessible and would provide modern telecommunications equipment. It would be located close to the edge of the pavement. It would replace two existing kiosks so would not add to street clutter but rather would replace tired looking telephone kiosks with a modern one that would still retain a distinctly traditional and recognisable telephone kiosk in a black finish that would be compatible with the general street furniture in the area.”

We refer also to various Full Planning Applications for the proposed Kiosk approved by Wakefield City Council in 2019. We reproduce below the Council’s ‘Design and Amenity’ comments on the replacement Kiosk (in respect of application LPA Ref. 19/01082/FUL):

“The proposed kiosk will replace two existing (back to back) telephone kiosks which have been in situ for some considerable time. The proposed kiosk will lessen the overall visual impact simply by reducing the overall built form. The appearance will

be more contemporary than the existing units with side windows and roof taking design cues from the original cast iron phone boxes which together with a matt black colour scheme would provide a more subtle appearance than those units currently in situ. Additionally the two open sides would provide improved user safety and surveillance.

In terms of general design principles the proposed kiosk would be an improvement in terms of quality, design and communication offering for members of the public and would therefore accord with policies CS10, D9, D15, CW9, CW10 and CW11 of the LDF."

We refer also to a recent Appeal decision in Camden allowing Full Planning Permission for the proposed Kiosk, in Nov. 2020 (Appeal Ref: APP/X5210/W/20/3253908 Telephone Kiosks outside 23-24 Tottenham Court Road, Fitzrovia, London W1T 1BJ). The below excerpts address the Kiosk design:

16. "The design incorporates a roof and a side panel which would provide shelter from the elements for customers whilst retaining two open sides to allow access for those with a mobility impairment and improve natural surveillance."

17. "In association with the removal of the existing kiosk the replacement one would not significantly affect the sense of spaciousness, nor, given its setting against more modern buildings and shop fronts, would its simple, modern design incorporating elements referencing traditional kiosks, detract from the character and appearance of the site and the surrounding area."

26. "The more open nature of the proposed kiosk compared to that of the existing one and the replacement of the old, uncared for kiosk and proposed improved maintenance regime would be likely to reduce the effects of ASB."

Lastly we refer to the findings of Royal Borough of Kensington and Chelsea in respect of 12x recently consented Full Planning applications for the same proposed new services Kiosk. Para. 6.5 of the Delegated Report for application LPA Ref. PP/22/00696 states:

"6.5 The proposed kiosk would be taller, but of narrower footprint, than those to be removed. The design of the new structures has included some elements of more traditional 'phone box' design and appearance, and in terms of their design they are less obtrusive and more sympathetic within the street scene than the existing boxes. The existing kiosks are poorly maintained and in a poor state of repair, meaning they contribute negatively to the streetscape and street scene visually, but even without this factor the new structures would individually amount to an improvement over the ones to be removed."

As demonstrated above, the design and utility merits of the proposal are widely recognised across the United Kingdom. The proposed Kiosk is consented in 55 local authorities across the country including 31 of the 33 London Boroughs including, Royal Borough of Kensington and Chelsea, Camden, Hammersmith and Fulham, City of London and Westminster to name a few. Around 500 new services Kiosks are consented in cities across the country.

6. NATIONAL PLANNING FRAMEWORK

National Planning Policy Framework (July 2021)

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. The NPPF is a material consideration in planning decisions.

Under the heading, 'Building a strong, competitive economy', para. 81 of the NPPF states, *"planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future."*

Para.s 114 to 118 of the NPPF address 'Supporting high quality communications'. Para. 114 states, *"Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections."*

Para. 115 states, *"Use of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged."*

Para. 117 states, *"Applications for electronic communications development (including applications for prior approval under the General Permitted Development Order) should be supported by the necessary evidence to justify the proposed development."*

Para. 118 states, *"Local planning authorities must determine applications on planning grounds only. They should not seek to prevent competition between different operators, question the need for an electronic communications system, or set health safeguards different from the International Commission guidelines for public exposure."*

Under the heading, 'Promoting healthy and safe communities', para. 91 states, *"Planning policies and decisions should aim to achieve healthy, inclusive and safe places which" ... "are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion."* Para. 97 states, *"Planning policies and decisions should promote public safety."*

NPPF section 16 addresses Conserving and enhancing the historic environment. Para. 199 states, *"When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance."*

Para 203 states, *"The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset."*

Para 206 states, *"Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably."*

Para 207 states, *"Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance."*

National Planning Practice Guidance – Advertisements (July 2019)

National Planning Practice Guidance (NPPG) recognises that *"All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline."*

UK Digital Strategy (October 2022)

The Ministerial forward to the UK Digital Strategy (UKDS) states, *"Digital technology has transformed our lives and will continue to do so. The UK's economic future, jobs, wage levels, prosperity, national security, cost of living, productivity, ability to compete globally and our geo-political standing in the world are all reliant on continued and growing success in digital technology."*

The UKDS states, *"There are 4 foundational pillars upon which a vibrant, resilient and growing digital economy is built."* The first of these is a *"robust digital infrastructure."* On this subject, the UKDS states, *"Digital infrastructure plays a vital role in our daily lives and is the foundation of a thriving digital economy. Every part of the UK needs world-class, secure digital infrastructure that enables people to access the connectivity and services they need - where they live, work or travel."* The Government's goal is to ensure that everyone, wherever they live or work in the UK, can access the connectivity and services they need for the ever-digitising world.

7. DEVELOPMENT PLAN

Section 70 of the Town and Country Planning Act 1990 states that in dealing with an application for planning permission, the authority shall have regard to the provisions of the development plan so far as material to the application, any local finance considerations so far as material to the application, and any other material considerations.

The London Plan (2021)

Policy SI 6 'Digital connectivity infrastructure' states, *"To ensure London's global competitiveness now and in the future, development proposals should: ... 4) support the effective use of rooftops and the public realm (such as street furniture and bins) to accommodate well-designed and suitably located mobile digital infrastructure."*

Supporting para. 9.6.1 then states:

"9.6.1 The provision of digital infrastructure is as important for the proper functioning of development as energy, water and waste management services and should be treated with the same importance. London should be a world-leading tech hub with world-class digital connectivity that can anticipate growing capacity needs and serve hard to reach areas. Fast, reliable digital connectivity is essential in today's economy and especially for digital technology and creative companies. It supports every aspect of how people work and take part in modern society, helps smart innovation and facilitates regeneration."

Related to this, para. 9.6.6 then states:

"9.6.6 Where possible, other opportunities to secure mobile connectivity improvements should also be sought through new developments, including for example the creative use of the public realm."

In the chapter 'Growing a good economy', the London Plan states:

"1.5.4 The right infrastructure is also required to help businesses succeed across London. The digital economy, underpinned by world-class digital connectivity, data and digital services is of ever-increasing importance, improving processes, opening up new markets and allowing more flexible working." (our emphasis)

Policy E8 'Sector growth opportunities and clusters' states:

"A Employment opportunities for Londoners across a diverse range of sectors should be promoted and supported along with support for the development of business growth and sector-specific opportunities.

B London's global leadership in tech across all sectors should be maximised." (our emphasis)

As stated at para. 6.8.3, in the Economic Development Strategy (EDS), *"the Mayor has identified a number of sector-specific opportunities and challenges that require*

a more targeted approach where he believes there are specific business growth opportunities. These include:

tech and digital sector – which supports the growth and evolution of all sectors in the economy. The Mayor will support the growth of the tech and digital sector across all of London.” (our emphasis)

The Office for National Statistics publication, 'UK Digital Economy Research: 2019' states as follows when defining the digital economy:

"The OECD report for the G20 digital economy task force proposed an expansive definition of the digital economy to incorporate all economic activity reliant on digital means: "The Digital Economy incorporates all economic activity reliant on, or significantly enhanced by the use of digital inputs, including digital technologies, digital infrastructure, digital services and data. It refers to all producers and consumers, including government, that are utilising these digital inputs in their economic activities."

The Organisation for Economic Co-operation and Development (OECD) states the digital economy is best defined through a five dimension framework, including:

1. digital products;
2. non-digital products significantly affected by digitalisation;
3. products that are "digitally ordered" (such as goods and services ordered and paid for through e-commerce sites);
4. products that are "digitally delivered" (such as a digital album bought and downloaded over the internet);
5. digital products such as data.

'Non-digital products significantly affected by digitalisation' include "advertising and market research services." The digital economy therefore includes digital advertising.

London Plan Policy D8 'Public realm' states:

"Development proposals should:

B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable. Lighting, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution

I incorporate green infrastructure such as street trees and other vegetation into the public realm to support rainwater management through sustainable drainage, reduce exposure to air pollution, moderate surface and air temperature and increase biodiversity

M create an engaging public realm." (our emphasis)

Policy D5 'Inclusive design' states:

"B Development proposals should achieve the highest standards of accessible and inclusive design. They should:

3) be convenient and welcoming with no disabling barriers, providing independent access without additional undue effort, separation or special treatment

4) be able to be entered, used and exited safely, easily and with dignity for all." (our emphasis)

Policy D11 'Safety, security and resilience to emergency' states, "Development should include measures to design out crime." Supporting para. 3.11.3 states, "Measures to design out crime, including counter terrorism measures, should be integral to development proposals." (our emphasis)

London Plan Policy T2 'Healthy Streets' states, "D Development proposals should: 1) demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London guidance."

The ten Healthy Streets Indicators include:

- People feel relaxed;
- Clean air;
- Pedestrians from all walks of life;
- Easy to cross;
- Shade and shelter;
- Places to stop and rest;
- Not too noisy;
- People choose walking, cycling and public transport;
- People feel safe;
- Things to see and do.

Adopted Local Plan (2018)

The Local Plan Strategic Vision under the heading 'A sustainable and smart borough' states:

"The borough will be a place where innovation and Smart City technology is harnessed to enable innovative digital and communications infrastructure, enabling businesses to respond to customer demand, and to support the borough on its path to becoming smarter." (our emphasis)

Under the heading 'The borough's centres', the Local Plan Strategic Vision states:

"The borough's centres, including the main centres as well as local and neighbourhood centres and parades, will continue to perform well and flourish. Central Richmond will continue to thrive and a new and improved station will

provide a welcoming and pleasant environment for all those that live, work and visit the borough. Twickenham, including the station and surrounding area as well as the riverside, will have been rejuvenated and developed into a flourishing and vibrant business and cultural centre. Whitton, Teddington and East Sheen will have maintained and enhanced their role in providing shops, services and employment opportunities for local communities.” (our emphasis)

The Local Plan Strategic Vision adds, “6. Reinforce the role of Richmond, Twickenham, Teddington, Whitton and East Sheen centres, which play an important role in the provision of shops, services, employment and housing as well as being a focus for community and cultural life.” (our emphasis)

Local Plan Policy LP 1 ‘Local Character and Design Quality’ states:

“A. The Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will need to be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area.

To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 2. sustainable design and construction, including adaptability, subject to aesthetic considerations;*
- 3. layout, siting and access, including making best use of land;*
- 4. space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;*
- 5. inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and*
- 6. suitability and compatibility of uses, taking account of any potential adverse impacts of the co-location of uses through the layout, design and management of the site.*

Advertisements and hoardings

C. The Council will exercise strict control over the design and siting of advertisements and hoardings to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety).”

Para.s 4.1.14-4.1.15 address ‘Advertisements and hoardings’. They state as follows:

"4.1.14 Advertising can enhance the appearance and vitality of a street. However, it can also cause considerable damage to visual amenity by cluttering the built environment and detracting from the quality of the area. Advertisements (defined under the Town and Country Planning Control of Advertisements Regulations) include not only hoardings, but also devices such as blinds and canopies with lettering, flags with logos and balloons. In considering proposals for an advertising hoarding or other advertisement, including blinds and canopies where relevant, or in deciding whether to take action to remove an existing advertisement, the Council will have regard to the following criteria:

1 hoardings should be of good design and in scale with their surroundings and be of a temporary nature only;

2 any advertisement display must not have an adverse effect upon road traffic conditions and public safety;

3 advertising displays will not be permitted where they would have an adverse effect upon:

- a Conservation Area;*
- listed buildings or Buildings of Townscape Merit;*
- views from or within open spaces or along the Thames riverside and its tributaries;*
- predominantly residential areas;*

4 high level, brightly illuminated, or flashing advertisements will not normally be permitted, especially where they might disturb residents.

4.1.15 As a general rule, advertisement displays will be restricted to shopping, commercial, industrial or transport locations, where they comply with the above criteria and do not cause excessive visual clutter. It must be borne in mind that the Council's level of control is limited and that a number of advertisements do not require formal consent. (our emphasis)

Local Plan Policy LP 3 'Designated Heritage Asset' states:

"A. The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal. The significance (including the settings) of the borough's designated heritage assets, encompassing Conservation Areas, listed buildings, Scheduled Monuments as well as the Registered Historic Parks and Gardens, will be conserved and enhanced."

Local Plan Policy LP 12 'Green Infrastructure' states:

"A. To ensure all development proposals protect, and where opportunities arise enhance, green infrastructure, the following will be taken into account when assessing development proposals:

a. the need to protect the integrity of the green spaces and features that are part of the wider green infrastructure network; improvements and enhancements to the green infrastructure network are supported;"

Local Plan Policy LP 25 addresses 'Development in Centres'. This states:

"A. Development in the borough's centres, as defined in the centre hierarchy, will be acceptable if it:

1. is in keeping with the centre's role and function within the hierarchy and is of a scale appropriate to the size of the centre;

3. does not adversely impact on the vitality and viability of the centre in which the development is proposed, or another centre;

4. optimises the potential of sites by contributing towards a suitable mix of uses that enhance the vitality and viability of the centre. Commercial or community uses should be provided on the ground floor fronting the street, subject to other Local Plan policies, including the retail frontages policy LP 26."

The table at Local Plan para. 7.1.1 sets out the Borough's Centre hierarchy. The Main centres are Richmond, Twickenham, Teddington, East Sheen and Whitton. Richmond is classified as a 'major centre' and Twickenham, Teddington, East Sheen and Whitton as 'district centres' in the London Plan's town centre network.

Policy LP 33 'Telecommunications' states, "The Council will promote the enhanced connectivity of the borough through supporting infrastructure for high speed broadband and telecommunications."

8. SUPPLEMENTARY PLANNING DOCUMENTS

Public Space Design Guide (2006)

The aim of the Guide is to help deliver improved streetscape and public spaces. Chapter 5 of the Guide deals with Furniture and states:

"5.1 GENERAL PRINCIPLES

The main considerations are identified under the different items of street furniture below. Summary issues include:

- *Choose street furniture to relate to its location and local distinctiveness, and reinforce a sense of place*
- *Different items of street furniture should relate to each other in terms of design, siting and colour*
- *Avoid causing clutter*

- *Reduce to a minimum 'defensive' street furniture such as railings and bollards*
- *Retain and refurbish distinctive historic elements of street furniture, such as telephone boxes and milestones."*

Telecommunications equipment (2006)

This SPD addresses the siting of telecommunication masts and associated equipment; it does not address telephone kiosks.

9. MATERIAL CONSIDERATIONS

Transport for London 'Streetscape Guidance', Fourth Edition (2022 Rev2)

Part E 'Footway amenities' para. 11.1 recognises that successful public spaces are achieved via street furniture being rationalised and creatively placed to achieve multiple aims.

Para. 11.4 'Colour of street furniture' states that the colour of metal components for any piece of street furniture should comply with the following colour criteria: *"Black street furniture is preferred as a default for the TLRN with the exception of higher speed routes that do not provide for pedestrian movement."*

Para. 11.11 'Telephone boxes' states, *"where more telephone boxes exist than deemed necessary, or where a unit or units adversely impact on the quality and functionality of the streetscape, the highway authority should work with the operator to reach an agreement to relocate or remove the structure, while retaining adequate service coverage."*

Para. 11.11 continues, *"The impact of any new telephone box on the coherence and quality of the streetscape should be considered. Locations need to be assessed on their own merits, with due consideration for available footway widths, the impact on pedestrian and cycle desire and sightlines, existing footway demand from surrounding activities and buildings, availability of ATMs, and an analysis of local antisocial behavioural issues."*

Under the heading 'Location' para. 11.11 states:

- *Telephone boxes should not be installed where the footway clear zone is less than 2,000mm wide*
- *They should not be installed if doing so would create an obstruction which could pose a safety hazard ie at the front of a kerb in close proximity to a junction or side road*
- *They should be located away from loading bays, service access points and crossovers. The doors should not open into the path of pedestrians*
- *The box should be no less than 450mm from the kerb face*
- *Boxes should be positioned to ensure that there is sufficient space to allow mechanised cleaning"*

Under the heading 'Products', para. 11.11 states, "Telecommunication operators may use their own telephone box style and branding where deemed appropriate, but should be encouraged by the highway authority to coordinate the colour and placement of the box with other street furniture in the local area."

Transport for London 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013)

This document is used by Transport for London (TfL) and by London Boroughs in assessing proposed roadside digital advertisement displays. Key provisions within the document that are relevant to the proposal are reproduced below:

"Locations

- *Static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.*

5. Summary and Conclusion

5.2. Sites at locations with increased driver cognitive demand should not immediately be excluded or discounted, but should be subject to detailed assessment.

5.4. Controls over the use of digital adverts should follow the best practice guidelines in this report and should be secured by special condition, with more careful management required in higher risk locations. As a minimum, the OMC roadside digital code should be complied with (Appendix B).

5.5. Not all sites will be appropriate for advertising, but with appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising (i.e. backlight, poster and paste, vinyl etc).

The above TfL Guidance takes a pragmatic approach to proposed roadside digital advertisement displays, stating that static digital advertising (which is proposed in this case) is likely to be acceptable in locations where static advertising exists or would be accepted, and that with appropriate controls digital advertising should be no less acceptable than traditional forms of advertising (eg. traditional backlit displays).

10. PLANNING APPLICATIONS - ASSESSMENT

Section 70 of the Town and Country Planning Act 1990 states that in dealing with an application for planning permission, the authority shall have regard to the provisions of the development plan so far as material to the application, any local finance considerations, so far as material to the application, and any other material considerations.

Development Plan provisions material to the application

Electronic communications development

Adopted London Plan (2021) Policy SI 6 'Digital connectivity infrastructure' states, *"To ensure London's global competitiveness now and in the future, development proposals should: ... 4) support the effective use of rooftops and the public realm (such as street furniture and bins) to accommodate well-designed and suitably located mobile digital infrastructure."* (our emphasis)

Supporting para. 9.6.1 states:

"9.6.1 The provision of digital infrastructure is as important for the proper functioning of development as energy, water and waste management services and should be treated with the same importance. London should be a world-leading tech hub with world-class digital connectivity that can anticipate growing capacity needs and serve hard to reach areas. Fast, reliable digital connectivity is essential in today's economy and especially for digital technology and creative companies. It supports every aspect of how people work and take part in modern society, helps smart innovation and facilitates regeneration."

Para. 9.6.6 states, *"Where possible, other opportunities to secure mobile connectivity improvements should also be sought through new developments, including for example the creative use of the public realm."*

The Adopted Local Plan Strategic Vision under the heading 'A sustainable and smart borough' states:

"The borough will be a place where innovation and Smart City technology is harnessed to enable innovative digital and communications infrastructure, enabling businesses to respond to customer demand, and to support the borough on its path to becoming smarter." (our emphasis)

Policy LP 33 'Telecommunications' states, *"The Council will promote the enhanced connectivity of the borough through supporting infrastructure for high speed broadband and telecommunications."*

Under the heading 'Supporting high quality communications', NPPF Para. 114 states, *"Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband"*

connections.” NPPF Para. 115 states, “Use of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged.”

The existing kiosks are tired-looking and contain outmoded telephony equipment. The proposed Kiosk would replace the old units with an instantly recognisable yet modern telephone kiosk with the following multi-function communications capability:

- New telephone equipment with the ability to accept credit/debit card and cash payment;
- A 27inch LCD display providing interactive wayfinding capability;
- Equipment for provision of public Wi-Fi access points and/or equipment for provision of public small-cell access nodes;
- Location-based information via on-display QR codes.

London Plan Policy SI 6 ‘Digital connectivity infrastructure’ states, *“To ensure London’s global competitiveness now and in the future, development proposals should: ... 4) support the effective use of rooftops and the public realm (such as street furniture and bins) to accommodate well-designed and suitably located mobile digital infrastructure.”*

The Adopted Local Plan Strategic Vision for ‘A sustainable and smart borough’ is for the Borough to *“be a place where innovation and Smart City technology is harnessed to enable innovative digital and communications infrastructure, enabling businesses to respond to customer demand, and to support the borough on its path to becoming smarter.”* And Policy LP 33 ‘Telecommunications’ states, *“The Council will promote the enhanced connectivity of the borough through supporting infrastructure for high speed broadband and telecommunications.”*

The proposal is in accordance with London Plan Policy SI 6, this part of the Local Plan Strategic Vision, Local Plan Policy LP 33 and relevant NPPF policy.

Economic growth and the Digital economy

In the ‘Growing a good economy’ chapter, the London Plan states:

“1.5.4 The digital economy, underpinned by world-class digital connectivity, data and digital services is of ever-increasing importance, improving processes, opening up new markets and allowing more flexible working.” (our emphasis)

London Plan Policy E8 ‘Sector growth opportunities and clusters’ states:

“A Employment opportunities for Londoners across a diverse range of sectors should be promoted and supported along with support for the development of business growth and sector-specific opportunities.

B London’s global leadership in tech across all sectors should be maximised.” (our emphasis)

London Plan para. 6.8.3 states, in the Economic Development Strategy (EDS) *"the Mayor has identified a number of sector-specific opportunities that require a more targeted approach where he believes there are specific business growth opportunities. These include:*

- *tech and digital sector – which supports the growth and evolution of all sectors in the economy. (our emphasis) The Mayor will support the growth of the tech and digital sector across all of London."*

The Office for National Statistics publication, 'UK Digital Economy Research: 2019' states as follows when defining the digital economy:

"The OECD report for the G20 digital economy task force proposed an expansive definition of the digital economy to incorporate all economic activity reliant on digital means: "The Digital Economy incorporates all economic activity reliant on, or significantly enhanced by the use of digital inputs, including digital technologies, digital infrastructure, digital services and data. It refers to all producers and consumers, including government, that are utilising these digital inputs in their economic activities."

The Organisation for Economic Co-operation and Development (OECD) states the digital economy is best defined through a five dimension framework, including:

1. digital products;
2. non-digital products significantly affected by digitalisation;
3. products that are "digitally ordered" (such as goods and services ordered and paid for through e-commerce sites);
4. products that are "digitally delivered" (such as a digital album bought and downloaded over the internet);
5. digital products such as data.

'Non-digital products significantly affected by digitalisation' include *"advertising and market research services."* The digital economy therefore includes digital advertising.

The Adopted Local Plan Strategic Vision for 'A sustainable and smart borough' states, *"The borough will be a place where innovation and Smart City technology is harnessed to enable innovative digital and communications infrastructure, enabling businesses to respond to customer demand, and to support the borough on its path to becoming smarter."* (our emphasis)

As noted earlier, the proposed Kiosk reverse side features an integrated LCD digital display for advertising purposes. The proposal is therefore part of the digital economy, which the London Plan recognises *"is of ever-increasing importance, improving processes, opening up new markets."* As stated in the London Plan (para. 6.8.3), *"The Mayor will support the growth of the tech and digital sector across all of London", ... "which supports the growth and evolution of all sectors in the economy."*

The Local Plan Strategic Vision for 'A sustainable and smart borough' then recognises, "*The borough will be a place where innovation and Smart City technology is harnessed to enable innovative digital and communications infrastructure, enabling businesses to respond to customer demand.*"

As a material consideration, the NPPF states beneath the heading, 'Building a strong, competitive economy' (para. 81) "*planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future.*"

The proposal is therefore in accordance with London Plan Policy E8, the Local Plan Strategic Vision for 'A sustainable and smart borough' and the above-mentioned NPPF policy which states, "*Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.*"

Design

On this issue, Adopted London Plan Policy D8 'Public realm' states:

"Development proposals should:

B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable. Lighting, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution (our emphasis)

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"A. The Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will need to be maintained and enhanced where opportunities arise."

TfL's Streetscape Guidance indicates support for black street furniture being preferred as the default for the TLRN. This Guidance states also (para. 11.11), "*Telecommunication operators may use their own telephone box style and branding where deemed appropriate, but should be encouraged by the highway authority to coordinate the colour and placement of the box with other street furniture in the local area.*"

With the proposed Kiosk design, the intention was to create an instantly recognisable yet contemporary telephone kiosk. NWP pursued therefore a traditional approach in the design process, drawing appropriate influence from UK kiosk design heritage. The design is intentionally open to enable unfettered access

for all users, including the accessibility impaired, and to help eradicate anti-social behaviour sometimes associated with kiosks. The proposed Kiosk is finished in black (supported by TfL Streetscape Guidance) and manufactured from robust, durable materials.

As per the below excerpts from various recent application and appeal decisions, the design merits of the proposal are widely accepted:

- **Westminster** - *"The new kiosk would appear as a more up to date and aesthetically pleasing structure in the streetscene"* (Ref: APP/X5990/W/17/ 3182187);
- **Westminster** - *"The design has regard to more traditional K6 phone boxes in terms of its slightly domed roof and the fenestration pattern on the side panel. ... The proposal therefore represents an opportunity to improve and modernise its appearance"* (Ref: APP/X5990/W/17/3182287);
- **Royal Borough of Kensington and Chelsea** - *"The appellant explains that the new kiosk design, while modern in function draws influence from UK telephone kiosk design heritage. This appears to be particularly the case with regard to the roof shape and glazed side panel. These design features and particularly the incorporation of the 'telephone' signage to each side of the roof, would clearly indicate its principal purpose and function, despite the advertisement panel to the rear"* (Ref: APP/K5600/W/17/3190377);
- **Royal Borough of Kensington and Chelsea** - *"The kiosk would replace tired looking telephone kiosks with a modern one that would still retain a distinctly traditional and recognisable telephone kiosk in a black finish that would be compatible with the general street furniture in the area"* (Ref: APP/K5600/W/17/3190422);
- **Hammersmith and Fulham** - *"The new kiosk would be open sided with a comparable height and footprint as the existing structure, and the black finish and straightforward design would reflect nearby street furniture"* (Ref: APP/H5390/W/17/3192419).
- **Wakefield City Council** - *"The proposed kiosk will lessen the overall visual impact simply by reducing the overall built form. The appearance will be more contemporary than the existing units with side windows and roof taking design cues from the original cast iron phone boxes which together with a matt black colour scheme would provide a more subtle appearance than those units currently in situ. Additionally the two open sides would provide improved user safety and surveillance. In terms of general design principles the proposed kiosk would be an improvement in terms of quality, design and communication offering for members of the public and would therefore accord with policies CS10, D9, D15, CW9, CW10 and CW11 of the LDF."* (Planning application LPA Ref. 19/01082/FUL)
- **Camden** - *"In association with the removal of the existing kiosk the replacement one would not significantly affect the sense of spaciousness, nor, given its setting against more modern buildings and shop fronts, would its simple, modern design incorporating elements referencing traditional kiosks, detract from the character and appearance of the site and the surrounding area."* (Ref: APP/X5210/W/ 20/3253908)
- **Royal Borough of Kensington and Chelsea**, in respect of 12x recently consented Full Planning applications for the same proposed Kiosk - *"6.5 The proposed kiosk would be taller, but of narrower footprint, than those to be removed. The design of the new structures has included some elements of more traditional 'phone box' design and appearance, and in terms of their design they are less obtrusive and more sympathetic*

within the street scene than the existing boxes. The existing kiosks are poorly maintained and in a poor state of repair, meaning they contribute negatively to the streetscape and street scene visually, but even without this factor the new structures would individually amount to an improvement over the ones to be removed.” (LPA Ref. PP/22/00696)

As demonstrated, the design and utility merits of the proposal are widely recognised across the United Kingdom. The proposed Kiosk is consented in 55 local authorities across the UK including 31 of 33 London Boroughs including Royal Borough of Kensington and Chelsea, Camden, Hammersmith and Fulham, City of London and Westminster to name a few. Approx. 500 proposed Kiosks are consented in cities across the country. On the evidence therefore the proposal accords with Adopted London Plan Policy D8, Local Plan Policy LP 1 and TfL Streetscape Guidance.

Inclusive design

On this issue, Adopted London Plan Policy D8 ‘Public realm’ states:

“Development proposals should:

B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable. Lighting, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution” (our emphasis)

London Plan Policy D5 ‘Inclusive design’ states:

“B Development proposals should achieve the highest standards of accessible and inclusive design. They should:

3) be convenient and welcoming with no disabling barriers, providing independent access without additional undue effort, separation or special treatment

4) be able to be entered, used and exited safely, easily and with dignity for all.” (our emphasis)

Adopted Local Plan Policy LP 1 ‘Local Character and Design Quality’ states, *“To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals: 5. inclusive design.”*

The NPPF states, *“Planning decisions should aim to achieve healthy, inclusive and safe places.”*

The latest inclusivity standards for public telephone kiosks are contained in the 2018 British Standards BS8300-1:2018 and BS-2:2018. BS 8300-1 and 2:2018 (the “Standard”) is a code of practice and takes the form of guidance and

recommendations. The proposed Kiosk is compliant with guidance in the Standard relating to Public telecommunication equipment within the External environment.

In accordance with the Standard, the proposed Kiosk is an open design that is accessible from both the front and side enabling easy access for a wheelchair user, is fitted with assistive technology including volume control and inductive couplers and there is an indication of their presence, has a well-lit keypad, raised numbers that contrast visually with their background with a raised dot on the number 5, the instructions for using the phone are clear and displayed in a large easy to read typeface, and the telephone controls are located 1060mm above floor level, the recognized comfortable height for a wheelchair user.

The proposed Kiosk complies with the latest inclusivity guidance and recommendations contained within BS8300-1:2018 and BS-2:2018. The proposal is therefore in accordance with London Plan Policies D5 and D8, Local Plan Policy LP 1 and related NPPF policy.

Safety and security

On this issue, adopted London Plan Policy D11 'Safety, security and resilience to emergency' states, *"Development should include measures to design out crime."* Supporting para. 3.11.3 states, *"Measures to design out crime, including counter terrorism measures, should be integral to development proposals."*

Local Plan Policy LP 1 'Local Character and Design Quality' states, *"To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals: 5. inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation" (our emphasis)*

Under the heading 'Promoting healthy and safe communities' NPPF para. 91 states, *"Planning policies and decisions should aim to achieve healthy, inclusive and safe places which" ... "are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion."* Para. 97 states, *"Planning policies and decisions should promote public safety."*

The applicant is aware of the issues sometimes associated with telephone kiosks. Due in large part to the enclosed design and age of the existing kiosks, factors the applicant inherited on acquiring NWP, some kiosks have been associated with anti-social behaviour. Following the 'broken window' theory, if a structure looks uncared for and in a state of disrepair, then this can lead to anti-social behaviour. Therefore, the replacement of old, tired-looking kiosks with a modern, open design has been welcomed by Design Out Crime Officers. Importantly the proposals include ongoing cleaning and maintenance of the replacement proposed Kiosks.

The proposals include kiosk rationalisation that will see a number of old kiosks removed and with them potential foci for anti-social behaviour.

The proposed Kiosk is purposefully open in design, specifically to increase natural surveillance. Alongside the proposed cleaning and maintenance regime, that will

see proposed Kiosks cleaned and repairs/maintenance actioned weekly, the intention is to eradicate any potential anti-social behaviour.

The proposed Kiosk includes measures to design out crime. The proposal is therefore in accordance with London Plan Policy D11, Local Plan Policy LP1 and related NPPF policy.

NB. In March this year, following liaison with Metropolitan Police Design Out Crime Officers, the applicant submitted a Management Plan for the various proposed replacement Kiosks in Kensington and Chelsea. This Plan was approved by the Council in May. The matters and arrangements within the Management Plan would be extended to the proposed Kiosks in Richmond, should the applications be approved.

Street furniture rationalisation

London Plan Policy T2 'Healthy Streets' states, "*D Development proposals should: 1) demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London guidance.*"

Local Plan Policy LP1 'Local Character and Design Quality' states, "*Development proposals will ... take opportunities to improve the quality and character of buildings, spaces and the local area.*" (our emphasis)

TfL's 'Streetscape Guidance' Fourth Edition (2022 Rev2) Part E 'Footway amenities' para. 11.1 recognises that successful public spaces are achieved via street furniture being rationalised. In respect of Telephone boxes para. 11.11 states, "*where more telephone boxes exist than deemed necessary, or where a unit or units adversely impact on the quality and functionality of the streetscape, the highway authority should work with the operator to reach an agreement to relocate or remove the structure, while retaining adequate service coverage.*"

As addressed in Section 3 earlier, the applicant recognises that the use of public telephone kiosks has declined creating the opportunity to rationalise existing networks. The applicant's electronic communications network consisted of 15 kiosks across the Borough, although one of these was removed recently. The proposal is to upgrade a small number (5) of the existing kiosks to the new services Kiosk and to remove kiosks not upgraded. The initiative would achieve a 65% estate reduction across the Borough. Through this rationalisation the proposals take the opportunity to improve the wider public realm in accordance with London Plan Policy T2, Local Plan Policy LP1 and related TfL 'Streetscape Guidance'.

Green infrastructure

On this issue, Adopted London Plan Policy D8 'Public realm' states "*Development proposals should:*

I incorporate green infrastructure such as street trees and other vegetation into the public realm to support rainwater management through sustainable drainage, reduce exposure to air pollution, moderate surface and air temperature and increase biodiversity.”

Local Plan Policy LP 12 ‘Green Infrastructure’ states:

“A. To ensure all development proposals protect, and where opportunities arise enhance, green infrastructure, the following will be taken into account when assessing development proposals:

a. the need to protect the integrity of the green spaces and features that are part of the wider green infrastructure network; improvements and enhancements to the green infrastructure network are supported;”

As noted earlier, as part of its environmental commitments, the applicant is partnered with ‘Trees for Cities’, a global charitable organisation working to create greener cities internationally. As part of this commitment, in addition to kiosk removal, the proposal includes planting a street tree in a location to be agreed with the Council for every new services kiosk installed, to be delivered by agreement under either Section 278 of the Highways Act 1980 or Section 106 of the Town and Country Planning Act 1990.

In this respect, the proposal is in accordance with London Plan Policy D8 and Local Plan Policy LP 12.

SITE SPECIFIC MATTERS

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11. PLANNING APPLICATIONS – ASSESSMENT (continued) ADVERTISEMENT CONSENT APPLICATIONS - ASSESSMENT

o/s 172-176 Upper Richmond Rd West, East Sheen

Planning Application assessment – Site specific matters

Location suitability

The Adopted Local Plan (2018) Strategic Vision states:

"The borough's centres, including the main centres as well as local and neighbourhood centres and parades, will continue to perform well and flourish. Central Richmond will continue to thrive and a new and improved station will provide a welcoming and pleasant environment for all those that live, work and visit the borough. Twickenham, including the station and surrounding area as well as the riverside, will have been rejuvenated and developed into a flourishing and vibrant business and cultural centre. Whitton, Teddington and East Sheen will have maintained and enhanced their role in providing shops, services and employment opportunities for local communities." (our emphasis)

The Local Plan Strategic Vision adds, "6. Reinforce the role of Richmond, Twickenham, Teddington, Whitton and East Sheen centres, which play an important role in the provision of shops, services, employment and housing as well as being a focus for community and cultural life." (our emphasis)

Local Plan Policy LP 25 'Development in Centres' states:

"A. Development in the borough's centres, as defined in the centre hierarchy, will be acceptable if it:

- 1. is in keeping with the centre's role and function within the hierarchy and is of a scale appropriate to the size of the centre;*
- 3. does not adversely impact on the vitality and viability of the centre in which the development is proposed, or another centre;*
- 4. optimises the potential of sites by contributing towards a suitable mix of uses that enhance the vitality and viability of the centre. Commercial or community uses should be provided on the ground floor fronting the street, subject to other Local Plan policies, including the retail frontages policy LP 26."*

The table at Local Plan para. 7.1.1 details the Borough's Centre hierarchy. The Main centres are Richmond, Twickenham, Teddington, East Sheen and Whitton. Richmond is classified as a 'major centre' and Twickenham, Teddington, East Sheen and Whitton as 'district centres' in the London Plan's town centre network.

The application site is situated within the identified Local Plan Main District Centre of East Sheen. It is alongside ground floor commercial / retail frontage with Secondary Frontage on the opposite / south side of the road. It is not within

Conservation Area and there are no listed buildings in the vicinity of the application site.

In accordance with Local Plan Policy LP 25 'Development in Centres', the proposed Kiosk would be in keeping with the centre's role and function within the hierarchy, of a scale appropriate to the District centre, and in functional terms would contribute to enhancing the vitality and viability of the centre.

Local context and character

On this issue, London Plan Policy D8 'Public realm' states "*Development proposals should: B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable.*" (our emphasis)

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"A. The Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area.

To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 2. sustainable design and construction, including adaptability, subject to aesthetic considerations;*
- 3. layout, siting and access, including making best use of land;*
- 4. space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;*
- 5. inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and*
- 6. suitability and compatibility of uses."*

Local Plan Policy LP 3 'Designated Heritage Asset' states, "*A. The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be*

assessed against the requirement to seek to avoid harm and the justification for the proposal. The significance (including the settings) of the borough's designated heritage assets ... will be conserved and enhanced."

As noted earlier, the application site is situated within the identified Local Plan Main District Centre of East Sheen. It is alongside ground floor commercial / retail frontage with Secondary Frontage on the opposite / south side of the road. It is not within Conservation Area and there are no listed buildings in the vicinity of the application site.

Reflecting its location, the application site locality is predominantly commercial in character and appearance, the adjacent ground floor frontage consisting of modern shop fronts and the immediately adjacent Gym premises. The application site is alongside the constantly busy Upper Richmond Rd West / South Circular Rd which significantly defines the local context.

Reflecting the District centre role / character and movement corridor function of the area, the locality features the usual street furniture including bus shelters, telephone kiosks, trees, bicycle racks and so on. It features also the commonly associated public realm advertising, this including the digital and internally illuminated 6-sheet Bus Shelter advertising displays o/s 192 Upper Richmond Rd West, west of the application site.

The replacement of the tired-looking outmoded existing 2x red kiosks with the proposed black new services Kiosk would enhance local amenity. The proposed Kiosk would appear as an up-to-date, aesthetically pleasing structure that would respect and maintain the scale and hierarchy of existing kiosks, and would relate well to nearby street furniture. It would be viewed by passers-by as an example of modern street furniture the likes of which are now increasingly commonplace and thus characteristic of District centres of this kind within the Borough.

The proposed Kiosk would be viewed in its predominantly commercial District Centre context, alongside the constantly busy Upper Richmond Rd West / South Circular Rd main route corridor, alongside ground floor commercial / retail frontage, among existing street furniture, some of which in the area features integrated digital and internally illuminated public realm advertising. In this context, the proposed Kiosk would appear as an appropriate form of development, would be in keeping with features that characterise the area, and would thereby respect the local context and character. In replacing the tired-looking outmoded existing 2x kiosks the proposed Kiosk would enhance local amenity, in accordance with London Plan Policy D8 and Local Plan Policy LP 1.

Siting considerations

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

1. *compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
3. *layout, siting and access, including making best use of land;"*

The Council's Public Space Design Guide (2006) SPD states, "5.1 GENERAL PRINCIPLES ... Different items of street furniture should relate to each other in terms of design, siting and colour".

TfL's Streetscape Guidance Fourth Edition (2022 Rev2) para. 11.11 states, "The impact of any new telephone box on the coherence and quality of the streetscape should be considered. Locations need to be assessed on their own merits, with due consideration for available footway widths, the impact on pedestrian and cycle desire and sightlines, existing footway demand from surrounding activities and buildings, availability of ATMs, and an analysis of local antisocial behavioural issues."

Under the heading 'Location' para. 11.11 states:

- "• *Telephone boxes should not be installed where the footway clear zone is less than 2,000mm wide*
- *They should not be installed if doing so would create an obstruction which could pose a safety hazard ie at the front of a kerb in close proximity to a junction or side road*
- *They should be located away from loading bays, service access points and crossovers. The doors should not open into the path of pedestrians*
- *The box should be no less than 450mm from the kerb face*
- *Boxes should be positioned to ensure that there is sufficient space to allow mechanised cleaning"*

TfL Streetscape Guidance Para. 11.2 states the street furniture zone is to coordinate street furniture in a consistent arrangement which maximises the unobstructed width of the footway for pedestrian use.

Please see the Site Block Plan accompanying the application documentation. The proposed Kiosk is sited on the footprint of the existing 2x kiosks, aligned and coordinated with the adjacent street tree. This consistent arrangement would preserve the current unobstructed footways, desire and sightlines for pedestrians. The proposal therefore accords with Local Plan Policy LP1, Council SPD and TfL Streetscape Guidance.

Advertisement Consent application assessment

As per the Advertisement Regulations, the key issues in relation to the Advertisement Consent application are *amenity* and *public safety*, taking in to account the development plan in so far as it is material and any other relevant factors.

The following development plan policies are relevant in assessing the Advertisement consent application.

London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*" (our emphasis)

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"Advertisements and hoardings

C. The Council will exercise strict control over the design and siting of advertisements and hoardings to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety)."

Para.s 4.1.14-4.1.15 address 'Advertisements and hoardings' stating:

"4.1.14 Advertising can enhance the appearance and vitality of a street. However, it can also cause considerable damage to visual amenity by cluttering the built environment and detracting from the quality of the area. Advertisements (defined under the Town and Country Planning Control of Advertisements Regulations) include not only hoardings, but also devices such as blinds and canopies with lettering, flags with logos and balloons. In considering proposals for an advertising hoarding or other advertisement, including blinds and canopies where relevant, or in deciding whether to take action to remove an existing advertisement, the Council will have regard to the following criteria:

1 hoardings should be of good design and in scale with their surroundings and be of a temporary nature only;

2 any advertisement display must not have an adverse effect upon road traffic conditions and public safety;

3 advertising displays will not be permitted where they would have an adverse effect upon:

- a Conservation Area;*
- listed buildings or Buildings of Townscape Merit;*
- views from or within open spaces or along the Thames riverside and its tributaries;*
- predominantly residential areas;*

4 high level, brightly illuminated, or flashing advertisements will not normally be permitted, especially where they might disturb residents.

4.1.15 As a general rule, advertisement displays will be restricted to shopping, commercial, industrial or transport locations, where they comply with the above criteria and do not cause excessive visual clutter." (our emphasis)

Amenity

The application site is situated within the Local Plan Main District Centre of East Sheen. It is alongside ground floor commercial / retail frontage with Secondary Frontage on the opposite / south side of the road. It is not within Conservation Area and there are no listed buildings in the vicinity of the application site.

Reflecting its location, the application site locality is predominantly commercial in character and appearance, the adjacent ground floor frontage consisting of modern shop fronts and the immediately adjacent Gym premises. The application site is alongside the constantly busy Upper Richmond Rd West / South Circular Rd which significantly defines the local context.

Reflecting the District centre role, character and movement corridor function of the area, the locality features the usual street furniture including bus shelters, telephone kiosks, trees, bicycle racks and so on. It features also the commonly associated public realm advertising, this comprising the digital and internally illuminated 6-sheet Bus Shelter advertising displays o/s 192 Upper Richmond Rd West, west of the application site.

As stated earlier, replacing the existing old, outmoded kiosks with the proposed up-to-date, aesthetically pleasing Kiosk would enhance local amenity. The proposed Kiosk would be viewed by passers-by as an example of modern street furniture the likes of which are now increasingly commonplace within main District centres of this kind within the Borough.

The proposed advertising display within the proposed Kiosk would be visually contained within the host kiosk, and would be viewed by passers-by as an example of a now familiar street furniture genre, examples of which exist locally as well as in other District centres across the Borough. It would be viewed in its predominantly commercial District Centre context, alongside the constantly busy Upper Richmond Rd West / South Circular Rd main route corridor, alongside ground floor commercial / retail frontage, among existing street furniture some of which in the area features integrated digital and internally illuminated public realm advertising. NB. The Bus Shelter outside 192 Upper Richmond Rd West – located 70m west of the application site - features a digital 6-sheet advertising display and an internally illuminated 6-sheet display, granted Advertisement consent by the Council in 2016 (LPA ref. 16/1881/ADV).

In this context, the proposed advertising display would appear as an appropriate form of development that would be in keeping and in scale with features that characterise the local context. It would reflect rather than harm the amenity, character and appearance of the area related to its siting, respecting the local context.

The Local Plan recognises, "*4.1.14 Advertising can enhance the appearance and vitality of a street.*" Similarly London Plan Policy D8 'Public realm' states, "*Development proposals should: M. create an engaging public realm.*" The proposal would contribute interest and vitality to this part of the District Centre.

With reference to Local Plan Policy LP1 and related para.s 4.1.14-4.1.15, the

proposal would not impact a Conservation Area, listed buildings or buildings of townscape merit, views from or within open spaces or along the Thames riverside and its tributaries, nor predominantly residential areas. In accordance with the general rule referenced at para. 4.1.15, the proposed display would be within a designated Main District Centre and transport location, and would not cause excessive visual clutter. The proposal therefore accords with London Plan Policy D8, Local Plan Policy LP1 and related provisions.

Public safety

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"Advertisements and hoardings

C. The Council will exercise strict control over the design and siting of advertisements and hoardings to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety)."

Local Plan para.4.1.14 then states, *"In considering proposals for an advertisement, the Council will have regard to the following criteria: 2. any advertisement display must not have an adverse effect upon road traffic conditions and public safety;"*

National Planning Practice Guidance 'Advertisements' (2019) recognises *"All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline."* (our emphasis)

We reference above Transport for London's (TfL's) guidance on digital roadside advertising, 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013). This states, *"static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted."* It states further, *"with appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising (i.e. backlight, poster and paste, vinyl etc)."*

The advertising display within the proposed Kiosk would portray static advertising images that would change every 10 seconds. It would therefore be as per the established norm for such public realm advertising.

Responding to the above-mentioned National Planning Practice Guidance 'Advertisements', the application site is within a predominantly commercial Main District Centre locality, the proposed display is a type that is increasingly commonplace and thus normal within the public realm across London, and the advertising display would not impact the skyline. The proposal therefore is of a type *"less likely to create road safety problems."*

The proposed Kiosk would be 25m from the pedestrian crossing located to the east. The typical TfL requirement in this regard is 20m from a crossing point indicating acceptability. This section of Upper Richmond Rd West is largely straight enabling good forward visibility for road users. The speed limit in force is 30mph further indicating generally safe road conditions. Reasonably we conclude that the advertising display within the proposed Kiosk would not have an adverse effect on road traffic conditions and public safety.

Pavement east of 32-36 Kew Road, Richmond

Planning Application assessment – Site specific matters

Location suitability

The Adopted Local Plan Strategic Vision states:

"The borough's centres, including the main centres as well as local and neighbourhood centres and parades, will continue to perform well and flourish. Central Richmond will continue to thrive and a new and improved station will provide a welcoming and pleasant environment for all those that live, work and visit the borough. Twickenham, including the station and surrounding area as well as the riverside, will have been rejuvenated and developed into a flourishing and vibrant business and cultural centre. Whitton, Teddington and East Sheen will have maintained and enhanced their role in providing shops, services and employment opportunities for local communities." (our emphasis)

The Local Plan Strategic Vision adds, "6. Reinforce the role of Richmond, Twickenham, Teddington, Whitton and East Sheen centres, which play an important role in the provision of shops, services, employment and housing as well as being a focus for community and cultural life." (our emphasis)

Local Plan Policy LP 25 'Development in Centres' states:

"A. Development in the borough's centres, as defined in the centre hierarchy, will be acceptable if it:

- 1. is in keeping with the centre's role and function within the hierarchy and is of a scale appropriate to the size of the centre;*
- 3. does not adversely impact on the vitality and viability of the centre in which the development is proposed, or another centre;*
- 4. optimises the potential of sites by contributing towards a suitable mix of uses that enhance the vitality and viability of the centre. Commercial or community uses should be provided on the ground floor fronting the street, subject to other Local Plan policies, including the retail frontages policy LP 26."*

The table at Local Plan para. 7.1.1 details the Borough's Centre hierarchy. The Main centres are Richmond, Twickenham, Teddington, East Sheen and Whitton. Richmond is classified as a 'major centre' and Twickenham, Teddington, East Sheen and Whitton as 'district centres' in the London Plan's town centre network.

The application site adjoins Richmond Major Centre and Richmond Key Office Area as per the Local Plan. It is alongside a varied street frontage consisting of modern three-storey office development (Nucleus House, Lower Mortlake Rd), the utilitarian rear elevations of three-storey development which fronts on to St John's Rd to the south, the rear elevation of recently redeveloped no 21-21A St John's Rd, and WTS Tyre & Battery Service Centre at nos 32-36 Kew Road. The application site is just within the north boundary of Central Richmond Conservation Area, the north boundary of which runs along the middle of Kew Rd. There are no listed buildings in the vicinity of the application site. No 21-21A St John's Rd south of the application site is a Building of Townscape Merit. No 21-21A, a former coach house, fronts on to St John's Rd to the south; the character of the former coach house is the main reason for its Building of Townscale Merit designation. The character and appearance of the former coach house is experienced from St John's Rd, not from Kew Rd. Nos 22-28 Kew Rd located to the west are also Buildings of Townscape Merit. The nearest of these buildings is 53m west of the proposed Kiosk site, and not impacted by the proposal.

In accordance with Local Plan Policy LP 25 'Development in Centres', the proposed Kiosk would be in keeping with Richmond Major Centre's role and function within the centre hierarchy, of a scale appropriate to the location, and would contribute towards the suitable uses mix that support the vitality, viability and interest of the location.

Local context and character

London Plan Policy D8 'Public realm' states "*Development proposals should: B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable." (our emphasis)*

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"A. The Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area.

To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

1. *compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
2. *sustainable design and construction, including adaptability, subject to aesthetic considerations;*
3. *layout, siting and access, including making best use of land;*
4. *space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;*
5. *inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and*
6. *suitability and compatibility of uses."*

Local Plan Policy LP 3 'Designated Heritage Asset' states, "*The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal. The significance (including the settings) of the borough's designated heritage assets ... will be conserved and enhanced.*"

Local Plan Policy LP 4 'Non-Designated Heritage Assets' states, "*The Council will seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit, memorials, particularly war memorials, and other local historic features.*"

The NPPF para. 203 states, "*The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.*"

As noted earlier, the application site adjoins Richmond Major Centre and Richmond Key Office Area as per the Local Plan. It is alongside a varied street frontage consisting of modern three-storey office development (Nucleus House, Lower Mortlake Rd), the utilitarian rear elevations of three-storey development which front on to St John's Rd to the south, the rear elevation of recently redeveloped no 21-21A St John's Rd, and WTS Tyre & Battery Service Centre at nos 32-36 Kew Road. The site is just within the north boundary of Central Richmond Conservation Area, the north boundary of which runs along the middle of Kew Rd. There are no listed buildings in the vicinity of the application site. No 21-21A St John's Rd south of the application site is a Building of Townscape Merit. No 21-21A, a former coach house, fronts on to St John's Rd to the south; the character of the former coach house is the main reason for its Building of Townscale Merit designation. The character and appearance of the former coach house is experienced from St John's Rd, not from Kew Rd. Nos 22-28 Kew Rd located to the west are also Buildings of Townscape Merit. The nearest of these buildings is 53m west of the proposed Kiosk site, and not impacted by the proposal.

Reflecting the edge of Major Centre location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising modern three-storey office development, the utilitarian rear elevations of three-storey development which front on to St John's Rd to the south, the rear elevation of recently redeveloped no 21-21A St John's Rd, and WTS Tyre & Battery Service Centre at nos 32-36 Kew Road. The site is alongside the heavily trafficked A316 Richmond Circus gyratory which in amenity terms significantly defines the local context and character.

Reflecting the edge of centre role and movement-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, bicycle racks and so on. It features also the commonly associated public realm advertising, this including internally illuminated 6-sheet Bus Shelter advertising east of Nucleus House Lower Mortlake Rd, o/s 55 Lower Mortlake Rd, and the below listed consented digital 6-sheet bus shelter advertising:

- Bus Shelter 0065 outside No.100 Lower Mortlake Road Richmond, Double-sided freestanding Forum Structure featuring 1x Digital screen and a static poster advertisement panel on the reverse (LPA Ref. 15/3979/ADV);
- Bus Shelter outside No.233 Lower Mortlake Road Richmond, Double-sided freestanding Forum Structure, featuring 1 x Digital screen and a static poster advertisement panel on the reverse (LPA Ref. 15/3978/ADV);
- Bus Shelter 0131 Adj.140 Lower Mortlake Road Richmond for Double-sided freestanding Forum Structure, featuring 1 x Digital screen and a static poster advertisement panel on the reverse (LPA Ref. 15/3982/ADV);
- Bus Shelter outside No.102 Kew Road Richmond, Double-sided freestanding forum structure, featuring 2x Digital screens back to back (LPA Ref. 16/3221/ADV); and
- Bus Shelter 0232 o/s Westminster House, Kew Road, Richmond, Double-sided freestanding Forum Structure featuring 2x Digital screens back to back (LPA Ref. 15/4587/ADV).

The proposed Kiosk would appear as an aesthetically pleasing item of street furniture that respects the scale and hierarchy of public telephone kiosks. It would be viewed by passers-by as an example of modern street furniture the likes of which are evident and characteristic of main Centres within the Borough, including Richmond.

The proposed Kiosk would be viewed in what are predominantly commercial surroundings, alongside the heavily trafficked A316 Richmond Circus gyratory which significantly defines the local context, alongside varied street frontage comprising modern three-storey office development, utilitarian rear elevations of three-storey development fronting St John's Rd (to the south), the modern rear elevation of no.21-21A St John's Rd and WTS Tyre & Battery Service Centre, coordinated with existing street furniture, within an area featuring existing and consented advertising bearing street furniture. In this context, the proposed Kiosk would appear as an appropriate form of development, in keeping and in scale with features that characterise the area, compatible with and respecting of the local context and character.

As noted, the site is within the north boundary of Central Richmond Conservation Area, the boundary of which runs along the middle of Kew Rd. There are no listed buildings in the vicinity of the application site.

Central Richmond Conservation Area was designated in 1969, and extended in 1977, 1988, 2003, and 2005. The 2003 extension included land and buildings around St. John's Road, which are mostly residential. (Nb. The Conservation Area Analysis and Proposals documents predate the 2003 extension so do not address this part of the Conservation Area.)

We note the Central Richmond Conservation Area Appraisal No.17 the purpose of which is to describe the historic and architectural character and appearance of the area to assist applicants and decision makers in assessing applications, and to identify the positive features which should be conserved, as well as negative features which indicate scope for future enhancements.

In respect of the north eastern end of the conservation area, Appraisal No.17 states:

"The north eastern end of the conservation area – incorporating Church Road, St John's Road and Larkfield Road – were incorporated as an extension in 2003. This section is notably residential in nature, and contrasts rather starkly with the nearby Kew Road, having a much quieter character, with most traffic due to residents." The Appraisal adds, "Both St John's Road and Larkfield Road are lined on both sides with residential properties."

Appraisal No.17 therefore recognises the stark contrast between the quiet residential nature of St John's Rd and the character of Kew Road, which is a heavily trafficked main connecting thoroughfare.

The 'Lower Mortlake Rd Supplementary Planning Guidance' also distinguishes the character of Kew Rd / Lower Mortlake Rd with areas to the south. It states, *"The area has four distinct characters, which overlap and affect each other."* The first of these is, *"The vehicular/pedestrian movement route of Lower Mortlake Road with lots of energy and traffic, incorporating historical residential fabric and more recent medium-rise commercial development"*, which is distinct from *"The historical residential fabric (to the south of and) set back from Lower Mortlake Road."*

This difference is referenced in the Case Officer report for no.21-21A St John's Rd, where St John's Rd and Kew Road alongside the gyratory are recognised for their "substantially different characters." St John's Rd is a quieter predominantly residential road whereas Kew Road alongside the gyratory is a busy thoroughfare carrying traffic between Mortlake and Richmond town centre.

Nb. The section 'Opportunities for enhancement and recommendations' within Appraisal No.17 states, *"Rationalise existing signage and street furniture where opportunities arise."*

NPPF Para. 189 - 'Conserving and enhancing the historic environment' - states, heritage assets "should be conserved in a manner appropriate to their significance." NPPF Para. 207 recognizes that, "Not all elements of a Conservation Area ... will necessarily contribute to its significance."

The NPPF defines conservation for heritage policy as, "The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance." Planning Practice Guidance for the Historic environment (July 2019) states, "conservation of the historic environment is an active process of maintenance and managing change" that "requires a flexible and thoughtful approach to get the best out of assets".

The application site locality alongside Kew Road gyratory is recognised in the Conservation Area Appraisal, supplementary planning guidance and Case Officer Reports as being substantially different and distinct in character, and in stark contrast to the quieter residential nature of St John's Rd to the south. It is recognised as a busy main movement route corridor which in amenity terms significantly defines the local context and character. The Appraisal does not identify any positive features of this Kew Road part of the conservation area which should be conserved. The proposal therefore will not harm the qualities of the Conservation Area that are significant, and which warrant preservation or enhancement. The application locality is capable of accommodating the managed change proposed in the application without harming the Conservation Area.

As noted earlier, the proposal includes associated kiosk removal. In this regard, we note the section within Central Richmond Conservation Area Appraisal No.17 titled 'Opportunities for enhancement and recommendations'. This states, "*Rationalise existing signage and street furniture where opportunities arise.*"

The proposal includes the associated removal of kiosks o/s 4-10 Sheen Rd Richmond, 118-120 Sheen Rd Richmond and o/s 10 Station Parade Kew. The kiosk o/s 4-10 Sheen Rd Richmond is within Central Richmond Conservation Area, the kiosk o/s 118-120 Sheen Rd Richmond is within Sheen Road Richmond Conservation Area, and the kiosk o/s 10 Station Parade Kew is within Kew Gardens Kew Conservation Area. The removal of the kiosk o/s 4-10 Sheen Rd Richmond would contribute to enhancing the character and appearance of Central Richmond Conservation Area, while the other two kiosk removals would contribute to enhancing the other Conservation Areas. The proposal is therefore further compliant with Local Plan Policy LP3, related national policy and with Conservation Area Appraisal No.17.

As noted, No.21-21A St John's Rd south of the application site is a Building of Townscape Merit. It is a former coach house and fronts on to St John's Rd to the south. The character of the former coach house is the main reason for its Building of Townscale Merit designation. The character of the former coach house is experienced from St John's Rd, not from the Kew Road side. The application proposal therefore would not impact the building in any way.

Nos 22-28 Kew Rd located to the west are also Buildings of Townscape Merit. The nearest of these buildings is 53m west of the proposed Kiosk site. Given this physical distance separation, the intervening development comprising the modern

rear elevation of no.21-21A St John's Rd, WTS Tyre & Battery Service Centre, intervening existing street furniture, and the bypassing activity of the busy main Kew Road alongside, the proposal would not impact the setting of these buildings.

The proposal would therefore accord with London Plan Policy D8, and Local Plan Policies LP1, LP3 and LP4.

Siting considerations

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 3. layout, siting and access, including making best use of land."*

The Council's Public Space Design Guide (2006) SPD states, "5.1 GENERAL PRINCIPLES ... Different items of street furniture should relate to each other in terms of design, siting and colour".

TfL's Streetscape Guidance Fourth Edition (2022 Rev2) para. 11.11 states, "The impact of any new telephone box on the coherence and quality of the streetscape should be considered. Locations need to be assessed on their own merits, with due consideration for available footway widths, the impact on pedestrian and cycle desire and sightlines, existing footway demand from surrounding activities and buildings, availability of ATMs, and an analysis of local antisocial behavioural issues."

Under the heading 'Location', the Streetscape Guidance para. 11.11 states:

- "• Telephone boxes should not be installed where the footway clear zone is less than 2,000mm wide*
- They should not be installed if doing so would create an obstruction which could pose a safety hazard ie at the front of a kerb in close proximity to a junction or side road*
- They should be located away from loading bays, service access points and crossovers. The doors should not open into the path of pedestrians*
- The box should be no less than 450mm from the kerb face*
- Boxes should be positioned to ensure that there is sufficient space to allow mechanised cleaning"*

TfL Streetscape Guidance Para. 11.2 states the 'street furniture zone' is where street furniture is arranged and coordinated in order to maximise the unobstructed footway for pedestrians.

Please see the Site Block Plan accompanying the application documentation. As

shown, the Proposed kiosk is coordinated and aligned with the adjoining street furniture thereby maintaining the unobstructed footway for pedestrians and existing desire line. The proposal would see a single bike rack resited to where shown red (at the applicant's expense) thereby maintaining their provision. The proposal includes the planting of a new street tree where shown red, in the location of a previous street tree. In terms of siting considerations, the proposal accords with Local Plan Policy LP1, Council SPD, TfL Streetscape Guidance and with Local Plan Policy LP16, which seeks the provision of new trees.

As noted, the proposal includes the associated removal of kiosks o/s 4-10 Sheen Rd Richmond, 118-120 Sheen Rd Richmond and o/s 10 Station Parade Kew. The removal of these kiosks will result in pedestrian conditions improvements in the locations concerned, in accordance with Local Plan Policy LP1 and TfL Streetscape Guidance.



Kiosk o/s 4-10 Sheen Rd Richmond, outside Waitrose



Kiosk o/s 4-10 Sheen Rd Richmond, outside Waitrose



Kiosk o/s 118-120 Sheen Rd Richmond



Kiosk o/s 10 Station Parade Kew

Advertisement Consent application assessment

As per the Advertisement Regulations, the key issues for consideration with the Advertisement Consent application are *amenity* and *public safety*, taking in to account the development plan in so far as it is material and any other relevant factors. In accordance with the Advertisement Regulations, development plan policies are material only insofar as they are relevant to the proposal but cannot by themselves be decisive in any determination.

The following development plan policies are relevant in assessing the Advertisement consent application.

London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*"

Local Plan Policy LP1 'Local Character and Design Quality' states:

"Advertisements and hoardings

C. The Council will exercise strict control over the design and siting of advertisements and hoardings to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety)."

Para.s 4.1.14-4.1.15 address 'Advertisements and hoardings' stating:

"4.1.14 Advertising can enhance the appearance and vitality of a street. However, it can also cause considerable damage to visual amenity by cluttering the built environment and detracting from the quality of the area. ... In considering proposals for an advertising hoarding or other advertisement, ... the Council will have regard to the following criteria:

1 hoardings should be of good design and in scale with their surroundings and be of a temporary nature only;

2 any advertisement display must not have an adverse effect upon road traffic conditions and public safety;

3 advertising displays will not be permitted where they would have an adverse effect upon: a Conservation Area; listed buildings or Buildings of Townscape Merit; views from or within open spaces or along the Thames riverside and its tributaries; predominantly residential areas;

4 high level, brightly illuminated, or flashing advertisements will not normally be permitted, especially where they might disturb residents.

4.1.15 As a general rule, advertisement displays will be restricted to shopping, commercial, industrial or transport locations, where they comply with the above criteria and do not cause excessive visual clutter."

Amenity

As noted earlier, the application site adjoins Richmond Major Centre and Richmond Key Office Area as per the Local Plan. It is alongside a varied street frontage consisting of modern three-storey office development (Nucleus House, Lower Mortlake Rd), the utilitarian rear elevations of three-storey development which fronts on to St John's Rd to the south, the rear elevation of recently redeveloped no 21-21A St John's Rd, and WTS Tyre & Battery Service Centre at nos 32-36 Kew Road. The site is just within the north boundary of Central Richmond Conservation Area, the boundary of which runs along the middle of Kew Rd. There are no listed buildings in the vicinity of the application site. No 21-21A St John's Rd south of the application site is a Building of Townscape Merit, as are Nos 22-28 Kew Rd located to the west.

Reflecting the edge of Major Centre location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising modern three-storey office development, the utilitarian rear elevations of three-storey development which fronts St John's Rd to the south, the modern

rear elevation of recently redeveloped no 21-21A St John's Rd, and WTS Tyre & Battery Service Centre at nos 32-36 Kew Road. The site is alongside the heavily trafficked A316 Kew Road Richmond Circus gyratory which in amenity terms significantly defines the local context and character.

Reflecting the edge of centre role and transport-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, bicycle racks and so on. It features also the commonly associated public realm advertising, this including internally illuminated 6-sheet Bus Shelter advertising east of Nucleus House Lower Mortlake Rd, o/s 55 Lower Mortlake Rd, and the below listed consented digital 6-sheet bus shelter advertising:

- Bus Shelter 0065 outside No.100 Lower Mortlake Road Richmond, Double-sided freestanding Forum Structure featuring 1x Digital screen and a static poster advertisement panel on the reverse (LPA Ref. 15/3979/ADV);
- Bus Shelter outside No.233 Lower Mortlake Road Richmond, Double-sided freestanding Forum Structure, featuring 1 x Digital screen and a static poster advertisement panel on the reverse (LPA Ref. 15/3978/ADV);
- Bus Shelter 0131 Adj.140 Lower Mortlake Road Richmond for Double-sided freestanding Forum Structure, featuring 1 x Digital screen and a static poster advertisement panel on the reverse (LPA Ref. 15/3982/ADV);
- Bus Shelter outside No.102 Kew Road Richmond, Double-sided freestanding forum structure, featuring 2x Digital screens back to back (LPA Ref. 16/3221/ADV); and
- Bus Shelter 0232 o/s Westminster House, Kew Road, Richmond, Double-sided freestanding Forum Structure featuring 2x Digital screens back to back (LPA Ref. 15/4587/ADV).

The advertising display within the proposed Kiosk would be visually contained within the host kiosk, and would be viewed by passers-by as an example of a now familiar street furniture genre, examples of which exist locally as well as in other parts of the Town Centre. It would be viewed in the predominantly commercial transport corridor local context, alongside the busy A316 Kew Road Richmond Circus gyratory which significantly defines the locality's character, against and alongside varied frontage comprising modern three-storey office development, utilitarian rear elevations of three-storey development fronting St John's Rd, modern rear elevation development at no.21-21A St John's Rd, and the commercial premises of WTS Tyre & Battery Service Centre at no.32-36 Kew Road, within an area featuring existing internally illuminated and digital public realm advertising. In this context, it would appear as an appropriate form of development that would be in keeping and in scale with features that characterise the area surrounding. It would reflect rather than harm the amenity, character and appearance of the area related to its siting.

The advertising display would be visible in but a limited range of views, in which views it would be viewed either alongside or from across the busy A316 Kew Road Richmond Circus gyratory, alongside or filtered by bypassing traffic, and any views of it would generally be fleeting in nature.

The nearest existing roadside advertising in the area is the bus shelter located east of Nucleus House, Lower Mortlake Rd, 90m east of the application site. The application site is therefore sufficiently distant from existing roadside advertising as to avoid visual clutter. The overall impact of the proposed Kiosk with integrated advertising display on the amenity of the locality would be neutral.

As noted, the site is within the north boundary of Central Richmond Conservation Area, the boundary of which runs along the middle of Kew Rd. There are no listed buildings in the vicinity of the application site.

Central Richmond Conservation Area was extended in 1977, 1988, 2003 and 2005, the 2003 extension including the mostly residential development around St. John's Rd.

Central Richmond Conservation Area Appraisal No.17 describes the historic and architectural character and appearance of the area and identifies the positive features which should be conserved, as well as negative features which indicate scope for future enhancements. (Nb. The Conservation Area Analysis and Proposals documents predate the 2003 extension so do not address the north-east part of the Area.)

In respect of the north-eastern end of the conservation area, Appraisal No.17 states:

"The north eastern end of the conservation area – incorporating Church Road, St John's Road and Larkfield Road – were incorporated as an extension in 2003. This section is notably residential in nature, and contrasts rather starkly with the nearby Kew Road, having a much quieter character, with most traffic due to residents." ... "Both St John's Road and Larkfield Road are lined on both sides with residential properties."

Appraisal No.17 recognises the stark contrast between the quiet residential nature of St John's Rd and the character of Kew Road, which is a heavily trafficked main connecting thoroughfare.

'Lower Mortlake Rd Supplementary Planning Guidance' also distinguishes the character of Kew Rd / Lower Mortlake Rd with areas to the south. It states, *"The area has four distinct characters, which overlap and affect each other."* The first of these is, *"The vehicular/pedestrian movement route of Lower Mortlake Road with lots of energy and traffic, incorporating historical residential fabric and more recent medium-rise commercial development"*, which is distinct from *"The historical residential fabric (to the south of and) set back from Lower Mortlake Road."*

This difference is referenced in the Case Officer report for no.21-21A St John's Rd, where St John's Rd and Kew Road alongside the gyratory are recognised for their "substantially different characters." St John's Rd is a quieter predominantly residential road whereas Kew Road alongside the gyratory is a busy thoroughfare carrying traffic between Mortlake and Richmond town centre.

NPPF Para. 189 - 'Conserving and enhancing the historic environment' - states,

heritage assets “should be conserved in a manner appropriate to their significance.” NPPF Para. 207 recognizes that, “Not all elements of a Conservation Area ... will necessarily contribute to its significance.”

The NPPF defines conservation for heritage policy as, “The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.” Planning Practice Guidance for the Historic environment (July 2019) states, “conservation of the historic environment is an active process of maintenance and managing change” that “requires a flexible and thoughtful approach to get the best out of assets”.

The application site locality alongside Kew Road gyratory is recognised in the Conservation Area Appraisal, supplementary planning guidance and Case Officer Reports as being substantially different and distinct in character, and in stark contrast to the quieter residential nature of St John’s Rd to the south. It is recognised as a busy main transport corridor which in amenity terms significantly defines the local context and character. The Conservation Area Appraisal does not identify any positive features of this north-eastern Kew Road part of the conservation area which warrant conservation. The proposal therefore will not harm the qualities of the Conservation Area that are significant, and which warrant preservation or enhancement. The application locality is capable of accommodating the managed change proposed in the application without harming the Conservation Area.

As noted, the proposal includes associated kiosk rationalisation, the importance of which is recognised in Conservation Area Appraisal No.17 which states under ‘Opportunities for enhancement and recommendations’ for Applicants to “*Rationalise existing signage and street furniture where opportunities arise.*”

The proposal includes the associated removal of kiosks o/s 4-10 Sheen Rd Richmond, o/s 118-120 Sheen Rd Richmond and o/s 10 Station Parade Kew. The kiosk o/s 4-10 Sheen Rd Richmond is within Central Richmond Conservation Area, and those o/s 118-120 Sheen Rd Richmond and 10 Station Parade Kew are also within Conservation Area. Removal of the kiosk o/s 4-10 Sheen Rd Richmond would contribute to enhancing the character and appearance of Central Richmond Conservation Area, in a location near to listed buildings. Removal of the kiosks o/s 118-120 Sheen Rd and o/s 10 Station Parade would contribute to enhancing the Conservation Areas, in locations respectively alongside Buildings of Townscape Merit, and alongside Buildings of Townscape Merit and near listed buildings. The proposal is therefore further compliant with Local Plan Policy LP3, related national planning policy and with Conservation Area Appraisal No.17.

As noted, No.21-21A St John’s Rd south of the application site is a Building of Townscape Merit. It is a former coach house and fronts on to St John’s Rd to the south. The character of the former coach house is the main reason for its Building of Townscale Merit designation. This character is experienced from St John’s Rd, not from the Kew Road side. The application proposal therefore would not impact the townscape merit of No.21-21A.

Nos 22-28 Kew Rd located to the west are also Buildings of Townscape Merit. The nearest of these buildings is 53m west of the proposed Kiosk site. Given this

physical distance separation, the intervening development of the modern rear elevation of no.21-21A St John's Rd, WTS Tyre & Battery Service Centre, intervening existing street furniture, and the bypassing activity of the busy main A316 Kew Road alongside, the proposal would not impact the townscape merit or setting of these buildings.

The Local Plan recognises "*4.1.14 Advertising can enhance the appearance and vitality of a street.*" Similarly London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*" In accordance with this policy, the advertising display within the proposed Kiosk would add appropriate visual interest and vitality to the locality, on the edge of the Town Centre. The proposal is therefore in accordance with Local Plan Policy LP1, para.s 4.1.14-4.1.15, Policy LP3 and LP4.

Public safety

In respect of advertisements, Local Plan Policy LP1 seeks to ensure that streets are not materially harmed having regard to the interests of public safety including highway safety. Local Plan para. 4.1.14 then states, "*In considering proposals for an advertisement, the Council will have regard to the following criteria: 2. any advertisement display must not have an adverse effect upon road traffic conditions and public safety.*"

National Planning Practice Guidance 'Advertisements' (2019) recognises "*All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline.*" (our emphasis)

We reference earlier Transport for London's (TfL's) guidance on digital roadside advertising, 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013). This states, "*static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.*" It states further, "*with appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising (i.e. backlight, poster and paste, vinyl etc).*"

The advertising display within the proposed Kiosk would portray static advertising images that would change every 10 seconds. It would therefore be as per the established norm for such public realm advertising.

Responding to the above-mentioned National Planning Practice Guidance 'Advertisements', the application site is within a predominantly commercial area, the proposed display is a type that is increasingly commonplace and therefore normal within and between main Centres across London (and is represented in the area surrounding), and the advertising display would not impact the skyline. The proposal therefore is of a type "*less likely to create road safety problems.*"

The A316 Kew Rd / Lower Mortlake Rd as it approaches the application site is subject to a low speed limit of 30mph, which for a main thoroughfare is conducive of generally safe road conditions. The west-bound Lower Mortlake Rd approach towards the application site is straight for over 450m. This distance, combined with the low speed limit in place, affords road users with excellent forward visibility of the multiple (4x) traffic signals which control vehicles entering Richmond Circus. Reasonably, we conclude that the advertising display within the proposed Kiosk, appropriately conditioned in terms of its operation including ensuring only static images are displayed, which is a display format encountered regularly by road users in London, would not adversely affect public safety.

o/s 35-41 London Road, Twickenham

Planning Application assessment – Site specific matters

Location suitability

The Adopted Local Plan (2018) Strategic Vision states:

"The borough's centres, including the main centres as well as local and neighbourhood centres and parades, will continue to perform well and flourish. Central Richmond will continue to thrive and a new and improved station will provide a welcoming and pleasant environment for all those that live, work and visit the borough. Twickenham, including the station and surrounding area as well as the riverside, will have been rejuvenated and developed into a flourishing and vibrant business and cultural centre. Whitton, Teddington and East Sheen will have maintained and enhanced their role in providing shops, services and employment opportunities for local communities." (our emphasis)

The Local Plan Strategic Vision adds, "6. Reinforce the role of Richmond, Twickenham, Teddington, Whitton and East Sheen centres, which play an important role in the provision of shops, services, employment and housing as well as being a focus for community and cultural life." (our emphasis)

Local Plan Policy LP 25 'Development in Centres' states:

"A. Development in the borough's centres, as defined in the centre hierarchy, will be acceptable if it:

- 1. is in keeping with the centre's role and function within the hierarchy and is of a scale appropriate to the size of the centre;*
- 3. does not adversely impact on the vitality and viability of the centre in which the development is proposed, or another centre;*
- 4. optimises the potential of sites by contributing towards a suitable mix of uses that enhance the vitality and viability of the centre. Commercial or community*

uses should be provided on the ground floor fronting the street, subject to other Local Plan policies, including the retail frontages policy LP 26."

The table at Local Plan para. 7.1.1 details the Borough's Centre hierarchy. The Main centres are Richmond, Twickenham, Teddington, East Sheen and Whitton. Richmond is classified as a 'major centre' and Twickenham, Teddington, East Sheen and Whitton as 'district centres' in the London Plan's town centre network.

The application site is situated within the Local Plan Main District Centre of Twickenham. It is alongside designated Secondary Shop Frontage comprising the modern four-storey Allied House with retail uses at ground floor level and offices above, and the adjoining two-storey Police Station. The frontage opposite comprises Key Shopping Frontage. The application site is not within Conservation Area; however we note that from 31 London Rd southwards, the land and buildings are within Twickenham Riverside Conservation Area. There are no listed buildings in the vicinity of the application site. The Police Station is identified as a Building of Townscape Merit.

In accordance with Local Plan Policy LP 25 'Development in Centres', the proposed Kiosk would be in keeping with the centre's role and function within the hierarchy, of a scale appropriate to this part of the District centre, and in functional terms would contribute to the centre's vitality, viability and interest.

Local context and character

On this issue, London Plan Policy D8 'Public realm' states "*Development proposals should: B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable.*" (our emphasis)

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"A. The Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area.

To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*

2. *sustainable design and construction, including adaptability, subject to aesthetic considerations;*
3. *layout, siting and access, including making best use of land;*
4. *space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;*
5. *inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and*
6. *suitability and compatibility of uses."*

Local Plan Policy LP 3 'Designated Heritage Asset' states, "A. *The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal. The significance (including the settings) of the borough's designated heritage assets ... will be conserved and enhanced."*

Local Plan Policy LP 4 'Non-Designated Heritage Assets' states, "*The Council will seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit, memorials, particularly war memorials, and other local historic features."*

The NPPF para. 203 states, "*The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset."*

As noted earlier, the application site is situated within the Local Plan Main District Centre of Twickenham. It is alongside designated Secondary Shop Frontage comprising the modern four-storey Allied House with retail uses at ground floor level and offices above, and the adjoining two-storey Police Station. The frontage opposite comprises Key Shopping Frontage. The application site is not within Conservation Area; however we note that from 31 London Rd southwards, the land and buildings are within Twickenham Riverside Conservation Area. There are no listed buildings in the vicinity of the application site. The Police Station is identified as a Building of Townscape Merit.

Reflecting its location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising modern four-storey development with shops at ground level and offices above, with the Police Station alongside. The application site is alongside the heavily trafficked A310 London Rd, which serves Twickenham from the north and which significantly defines the local context.

Reflecting the District Centre role, character and movement-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, trees, bicycle racks and so on. It features also the commonly associated public realm advertising, this including the internally illuminated 6-

sheet Bus Shelter advertising displays o/s 51 London Rd, north of the application site, and the digital 6-sheet Bus Shelter advertising displays o/s Waitrose, 50-52 London Rd.

The replacement of the tired-looking outmoded existing 2x red kiosks with the proposed black new services Kiosk would enhance local amenity. The proposed Kiosk would appear as an up-to-date, aesthetically pleasing structure that would respect and maintain the scale and hierarchy of existing kiosks, and would coordinate with adjoining street furniture alongside the road. It would be viewed by passers-by as an example of modern street furniture the likes of which are now increasingly commonplace and thus characteristic of this and other District Centres within the Borough.

The proposed Kiosk would be viewed in its predominantly commercial District Centre context, alongside the heavily trafficked A310 London Rd main road, alongside modern Secondary Shop Frontage, coordinated with existing street furniture, in an area which features roadside digital and internally illuminated 6-sheet advertising. In this context, the proposed Kiosk would appear as an appropriate form of development, would be in keeping and in scale with features that characterise the area, and would respect the local context and character. In replacing the tired-looking, outmoded existing 2x kiosks the proposed Kiosk would enhance local amenity, in accordance with London Plan Policy D8 and Local Plan Policy LP 1.

The existing 2x red kiosks are 7m from the northern edge of Twickenham Riverside Conservation Area therefore within the setting of the conservation area. Local Plan Policy LP 3 states, "A. *The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough.*" Similarly NPPF Para 206 states, "*Local planning authorities should look for opportunities for new development within Conservation Areas, and within the setting of heritage assets, to enhance or better reveal their significance.*" The removal of the existing 2x kiosks would make a positive contribution to, and thereby enhance, the setting of the conservation area, in accordance with Local Plan Policy LP3 and relevant NPPF policy.

The proposal includes the installation of the new services Kiosk o/s the Police Station, aligned with the street furniture in this location; the Police Station is a Building of Townscape Merit.

Local Plan Policy LP 4 'Non-Designated Heritage Assets' seeks to "*preserve, and where possible enhance, the setting of non-designated heritage assets, including Buildings of Townscape Merit.*" NPPF para. 203 states, "*In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.*"

The Police Station is referenced in the Conservation Area Study Area Nos 8/47 for Twickenham Riverside Conservation Area (CA8) and Queen's Rd Twickenham Conservation Area (CA47). It refers to the Police Station as a "sound but unexciting 1930's building". The townscape significance of the Police Station is therefore unremarkable. What townscape merit it has is mostly experienced from

vantage points on the opposite / east side of London Rd looking due west and south-west towards the building, views which are across the heavily trafficked London Rd and which are filtered by bypassing traffic. In these views, its townscape merit would be impacted minimally by the proposal.

NPPF para. 203 requires a *balanced judgement* having regard to the scale of any harm and the significance of the heritage asset, when assessing proposals that indirectly affect a non-designated heritage asset. The scale of impact in this case would be minor and the significance of the non-designated heritage asset is relatively muted. On balance, the impact of the proposal on the setting of the Police Station would be neutral and therefore acceptable.

The required balanced assessment in this case should include the effect of the removal of the existing 2x kiosks nearby; their removal would make a positive contribution to and thus enhance the setting of the Conservation Area, a designated heritage asset, in accordance with Policy LP3 and NPPF policy.

Siting considerations

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 3. layout, siting and access, including making best use of land;"*

The Council's Public Space Design Guide (2006) SPD states, "5.1 GENERAL PRINCIPLES ... Different items of street furniture should relate to each other in terms of design, siting and colour".

TfL's Streetscape Guidance Fourth Edition (2022 Rev2) para. 11.11 states, "*The impact of any new telephone box on the coherence and quality of the streetscape should be considered. Locations need to be assessed on their own merits, with due consideration for available footway widths, the impact on pedestrian and cycle desire and sightlines, existing footway demand from surrounding activities and buildings, availability of ATMs, and an analysis of local antisocial behavioural issues.*"

Under the heading 'Location' para. 11.11 states:

- "• Telephone boxes should not be installed where the footway clear zone is less than 2,000mm wide*
- They should not be installed if doing so would create an obstruction which could pose a safety hazard ie at the front of a kerb in close proximity to a junction or side road*

- *They should be located away from loading bays, service access points and crossovers. The doors should not open into the path of pedestrians*
- *The box should be no less than 450mm from the kerb face*
- *Boxes should be positioned to ensure that there is sufficient space to allow mechanised cleaning"*

TfL Streetscape Guidance Para. 11.2 states the 'street furniture zone' is where street furniture is arranged and coordinated in order to maximise the unobstructed footway for pedestrians.

Please see the Site Block Plan accompanying the application documentation. As shown, the existing 2x kiosks o/s 35 London Rd would be removed. These kiosks adjoin the heavily used parking bay alongside the users of which would benefit from their removal. The Site Block Plan shows the proposed new Kiosk 21m north of the existing kiosks. As shown, the proposed Kiosk is coordinated with the adjacent street tree, bike racks and other trees within the street furniture zone. The proposal would preserve the current unobstructed footway for pedestrians, including the desire and sightlines. The proposal therefore accords with Local Plan Policy LP1, Council SPD and TfL Streetscape Guidance.

Advertisement Consent application assessment

As per the Advertisement Regulations, the key issues in relation to the Advertisement Consent application are *amenity* and *public safety*, taking in to account the development plan in so far as it is material and any other relevant factors.

The following development plan policies are relevant is assessing the Advertisement consent application.

London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*" (our emphasis)

Local Plan Policy LP1 'Local Character and Design Quality' states:

"Advertisements and hoardings

C. The Council will exercise strict control over the design and siting of advertisements and hoardings to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety)."

Para.s 4.1.14-4.1.15 address 'Advertisements and hoardings' stating:

"4.1.14 Advertising can enhance the appearance and vitality of a street. However, it can also cause considerable damage to visual amenity by cluttering the built environment and detracting from the quality of the area. ... In considering proposals for an advertising hoarding or other advertisement, ... the Council will have regard to the following criteria:

1 hoardings should be of good design and in scale with their surroundings and be of a temporary nature only;

2 any advertisement display must not have an adverse effect upon road traffic conditions and public safety;

3 advertising displays will not be permitted where they would have an adverse effect upon:

- a Conservation Area;*
- listed buildings or Buildings of Townscape Merit;*
- views from or within open spaces or along the Thames riverside and its tributaries;*
- predominantly residential areas;*

4 high level, brightly illuminated, or flashing advertisements will not normally be permitted, especially where they might disturb residents.

4.1.15 As a general rule, advertisement displays will be restricted to shopping, commercial, industrial or transport locations, where they comply with the above criteria and do not cause excessive visual clutter.”

Amenity

The application site is situated within the Local Plan Main District Centre of Twickenham. It is alongside Secondary Shop Frontage comprising the modern four-storey Allied House with retail uses at ground floor level and offices above, and the adjoining two-storey Police Station building. The frontage opposite comprises Key Shopping Frontage. The application site is not within Conservation Area; however from 31 London Rd southwards, the land and buildings are within Twickenham Riverside Conservation Area. While there are no listed buildings in the vicinity of the application site, the Police Station is a Building of Townscape Merit.

Reflecting its location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising modern four-storey commercial development with shops at ground level and offices above, with the Police Station alongside. The application site adjoins the heavily trafficked A310 London Rd, which serves Twickenham from the north and which significantly defines the local context.

Reflecting the District Centre role, character and movement-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, trees, bicycle racks and so on. It features also the commonly associated public realm advertising, this including the internally illuminated 6-sheet Bus Shelter advertising displays o/s 51 London Rd, north of the application site, and digital 6-sheet Bus Shelter advertising displays o/s Waitrose, 50-52 London Rd.

As stated earlier, removing the current tired-looking, outmoded kiosks and

installing the aesthetically pleasing proposed new Kiosk would enhance local amenity. The proposed Kiosk would be viewed by passers-by as an example of modern street furniture the likes of which are now increasingly commonplace across Greater London, including within this main District Centre.

The advertising display within the proposed Kiosk would be visually contained within the host kiosk, and would be viewed by passers-by as an example of a now familiar street furniture genre, examples of which exist in this and other main District Centres across the Borough. It would be viewed in its predominantly commercial District Centre context, alongside the heavily trafficked A310 London Road movement corridor, alongside ground floor retail frontage, coordinated with existing street furniture, some of which in the surrounding area features integrated digital and internally illuminated public realm advertising. Nb. The Bus Shelter outside Waitrose, London Rd, Twickenham, located 70m north of the proposed Kiosk site, features Digital 6-sheet advertising displays granted Advertisement consent by the Council in 2016 (LPA ref. 16/3291/ADV).

In this context, the advertising display would appear as an appropriate form of development that would be in keeping and in scale with features that characterise the area surrounding. It would reflect rather than harm the amenity, character and appearance of the area related to its siting, respecting the local context.

The Local Plan recognises "*4.1.14 Advertising can enhance the appearance and vitality of a street.*" Similarly London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*" The proposal would contribute interest and vitality to this part of the District Centre.

Turning to heritage related matters. As noted, the application site is not within Conservation Area; the existing 2x red kiosks are 7m from the northern boundary of the Conservation Area and the proposed Kiosk would be 30m from the Conservation Area boundary. At this distance and in this local context, the display within the proposed Kiosk would not harm the Conservation Area.

The Police Station, a Building of Townscape Merit, is referenced in Conservation Area Study Area Nos 8/47 as a "sound but unexciting 1930's building". Its townscape significance is therefore unremarkable. What townscape merit it has is mostly experienced from vantage points on the opposite / east side of London Rd looking due west and south-west towards the building, views which are across the heavily trafficked London Rd and which are filtered by bypassing traffic. The single advertising display would be visible in but a limited range of views and, if viewed, would be seen either alongside the busy London Rd or across the busy road filtered by bypassing traffic, and views of it would generally be fleeting in nature.

NPPF para. 203 requires a *balanced judgement* having regard to the scale of any harm and the significance of the heritage asset, when assessing proposals that indirectly affect a non-designated heritage asset. The scale of impact in this case would be minor and the significance of the non-designated heritage asset is relatively muted. On balance, the impact of the display component of the proposed Kiosk on the setting of the Police Station would be minimal and therefore acceptable.

The required balanced assessment in this case should include the effect of the removal of the existing 2x kiosks nearby; their removal would make a positive contribution to and thus enhance the setting of the Conservation Area, a designated heritage asset, in accordance with Policy LP3 and NPPF policy.

In respect of advertisements, Local Plan Policy LP1 'Local Character and Design Quality' seeks *"to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety)."* (our emphasis) The proposal would accord with Policy LP1.

Public safety

In respect of advertisements, Local Plan Policy LP1 seeks to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety). Local Plan para. 4.1.14 then states, *"In considering proposals for an advertisement, the Council will have regard to the following criteria: 2. any advertisement display must not have an adverse effect upon road traffic conditions and public safety."*

National Planning Practice Guidance 'Advertisements' (2019) recognises *"All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline."* (our emphasis)

We reference above Transport for London's (TfL's) guidance on digital roadside advertising, 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013). This states, *"static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted."* It states further, *"with appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising (i.e. backlight, poster and paste, vinyl etc)."*

The advertising display within the proposed Kiosk would portray static advertising images that would change every 10 seconds. It would therefore be as per the established norm for such public realm advertising.

Responding to the above-mentioned National Planning Practice Guidance 'Advertisements', the application site is within a predominantly commercial Main District Centre locality, the proposed display is a type that is increasingly commonplace and thus normal within the public realm across London, and the advertising display would not impact the skyline. The proposal therefore is of a type *"less likely to create road safety problems."*

This section of London Road is straight enabling good forward visibility for road

users. The speed limit in force is 20mph which is generally conducive of safe road conditions. Reasonably we conclude that the advertising display within the proposed Kiosk would not have an adverse effect on road conditions and public safety.

o/s 43 King Street, Jnc with Cross Deep, Twickenham

Planning Application assessment – Site specific matters

Location suitability

The Adopted Local Plan Strategic Vision states:

"The borough's centres, including the main centres as well as local and neighbourhood centres and parades, will continue to perform well and flourish. Central Richmond will continue to thrive and a new and improved station will provide a welcoming and pleasant environment for all those that live, work and visit the borough. Twickenham, including the station and surrounding area as well as the riverside, will have been rejuvenated and developed into a flourishing and vibrant business and cultural centre. Whitton, Teddington and East Sheen will have maintained and enhanced their role in providing shops, services and employment opportunities for local communities." (our emphasis)

The Local Plan Strategic Vision adds, "6. Reinforce the role of Richmond, Twickenham, Teddington, Whitton and East Sheen centres, which play an important role in the provision of shops, services, employment and housing as well as being a focus for community and cultural life." (our emphasis)

Local Plan Policy LP 25 'Development in Centres' states:

"A. Development in the borough's centres, as defined in the centre hierarchy, will be acceptable if it:

- 1. is in keeping with the centre's role and function within the hierarchy and is of a scale appropriate to the size of the centre;*
- 3. does not adversely impact on the vitality and viability of the centre in which the development is proposed, or another centre;*
- 4. optimises the potential of sites by contributing towards a suitable mix of uses that enhance the vitality and viability of the centre. Commercial or community uses should be provided on the ground floor fronting the street, subject to other Local Plan policies, including the retail frontages policy LP 26."*

The table at Local Plan para. 7.1.1 details the Borough's Centre hierarchy. The Main centres are Richmond, Twickenham, Teddington, East Sheen and Whitton. Richmond is classified as a 'major centre' and Twickenham, Teddington, East Sheen and Whitton as 'district centres' in the London Plan's town centre network.

The application site is situated within the Local Plan main District Centre of Twickenham. It is alongside designated Secondary Shop Frontage comprising three-storey King Street Parade, the ground floor of which is in continuous retail use and features modern shop fronts with varied colourful signage. The frontage opposite is also Secondary Shop Frontage. The application site is within Twickenham Riverside Conservation Area, the western boundary of which runs down the middle of King Street then Cross Deep to the south. There are no listed buildings or Buildings of Townscape Merit in the vicinity of the application site.

In accordance with Local Plan Policy LP 25 'Development in Centres', the proposed Kiosk would be in keeping with the centre's role and function within the hierarchy, of a scale appropriate to the District Centre, and would contribute towards the suitable uses mix that support the vitality, viability and interest of the District Centre.

Local context and character

London Plan Policy D8 'Public realm' states "*Development proposals should: B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable." (our emphasis)*

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"A. The Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area.

To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 2. sustainable design and construction, including adaptability, subject to aesthetic considerations;*
- 3. layout, siting and access, including making best use of land;*
- 4. space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;*
- 5. inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and*

6. *suitability and compatibility of uses.*"

Local Plan Policy LP 3 'Designated Heritage Asset' states, "*The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal. The significance (including the settings) of the borough's designated heritage assets ... will be conserved and enhanced.*"

As noted earlier, the application site is within the Local Plan main District Centre of Twickenham. It is alongside designated Secondary Shop Frontage comprising three-storey King Street Parade, the ground floor of which is in continuous retail use and features modern shop fronts with varied colourful signage. The frontage opposite is also Secondary Shop Frontage. The application site is within Twickenham Riverside Conservation Area, the western boundary of which runs down the middle of King Street then Cross Deep to the south. There are no listed buildings or Buildings of Townscape Merit in the vicinity of the application site.

Reflecting its District Centre location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising three-storey Parade the ground floor of which is in continuous retail use featuring modern shop fronts and varied coloured signage. The site is alongside the heavily trafficked A310 King Street (then Cross Deep) which in amenity terms significantly defines the local context and character.

Reflecting the District Centre role, character and movement-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, bicycle racks and so on. It features also the commonly associated public realm advertising, this including the internally illuminated 6-sheet Bus Shelter advertising displays o/s 53 King St, south of the application site (LPA Ref.13/3366/ADV) and the new Kiosk with integrated digital display o/s 40-42 King Street (LPA Ref.18/2930/ADV and 19/2835/FUL), within Conservation Area also.

The replacement of the old outmoded existing red kiosk with the proposed black new services Kiosk would enhance local amenity. The proposed Kiosk would appear as an up-to-date, aesthetically pleasing structure that would respect and maintain the scale and hierarchy of existing kiosks, and in the location proposed would improve footway conditions for pedestrians. It would be viewed by passers-by as an example of modern street furniture the likes of which are now increasingly commonplace and thus characteristic of this and other District Centres within the Borough.

The proposed Kiosk would be viewed in its predominantly commercial District Centre surroundings, alongside the heavily trafficked A310 King Street main road corridor, alongside continuous modern Secondary Shop Frontage, coordinated with existing street furniture, which in the area features roadside digital and internally illuminated 6-sheet advertising. In this context, the proposed Kiosk would appear as an appropriate form of development, in keeping and in scale with features that characterise the area, and would therefore be compatible with and

respecting of the local context and character.

Local Plan Policy LP 3 states, *"The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough."* Similarly NPPF Para. 206 seeks for Local planning authorities to respond to opportunities for new development within Conservation Areas, and within the setting of heritage assets, that enhance the area concerned. In replacing the old outmoded existing kiosk, the proposed Kiosk would make a positive contribution to enhancing local amenity, in accordance with London Plan Policy D8, Local Plan Policies LP 1, LP3 and related NPPF policy.

Siting considerations

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 3. layout, siting and access, including making best use of land."*

The Council's Public Space Design Guide (2006) SPD states, *"5.1 GENERAL PRINCIPLES ... Different items of street furniture should relate to each other in terms of design, siting and colour"*.

TfL's Streetscape Guidance Fourth Edition (2022 Rev2) para. 11.11 states, *"The impact of any new telephone box on the coherence and quality of the streetscape should be considered. Locations need to be assessed on their own merits, with due consideration for available footway widths, the impact on pedestrian and cycle desire and sightlines, existing footway demand from surrounding activities and buildings, availability of ATMs, and an analysis of local antisocial behavioural issues."*

Under the heading 'Location' para. 11.11 states:

- "• Telephone boxes should not be installed where the footway clear zone is less than 2,000mm wide*
- They should not be installed if doing so would create an obstruction which could pose a safety hazard ie at the front of a kerb in close proximity to a junction or side road*
- They should be located away from loading bays, service access points and crossovers. The doors should not open into the path of pedestrians*
- The box should be no less than 450mm from the kerb face*
- Boxes should be positioned to ensure that there is sufficient space to allow mechanised cleaning"*

TfL Streetscape Guidance Para. 11.2 states the 'street furniture zone' is where street furniture is arranged and coordinated in order to maximise the unobstructed footway for pedestrians.

Please see the Site Block Plan accompanying the application documentation. As shown, the existing kiosk o/s 43 King St is located in the middle of the pavement. As per TfL Streetscape Guidance, the proposed Kiosk would be sited alongside the kerb within the street furniture zone, which would result in markedly improved pedestrian footway conditions.

As noted in section 3 earlier, the proposal includes removal of the kiosk o/s 62-64 Heath Rd, Twickenham. The footway o/s 62-64 Heath Rd is narrow and alongside parallel parking, meaning both pedestrian footway conditions and conditions for people parking would benefit from its removal.

In terms of siting considerations, the proposal therefore accords with Local Plan Policy LP1, Council SPD and TfL Streetscape Guidance.

Advertisement Consent application assessment

As per the Advertisement Regulations, the key issues for consideration with the Advertisement Consent application are *amenity* and *public safety*, taking in to account the development plan in so far as it is material and any other relevant factors. In accordance with the Advertisement Regulations, development plan policies are material only insofar as they are relevant to the proposal but cannot by themselves be decisive in any determination.

The following development plan policies are relevant in assessing the Advertisement consent application.

London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*"

Local Plan Policy LP1 'Local Character and Design Quality' states: "*Advertisements and hoardings*

C. The Council will exercise strict control over the design and siting of advertisements and hoardings to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety)."

Para.s 4.1.14-4.1.15 address 'Advertisements and hoardings' stating:

"4.1.14 Advertising can enhance the appearance and vitality of a street. However, it can also cause considerable damage to visual amenity by cluttering the built environment and detracting from the quality of the area. ... In considering proposals for an advertising hoarding or other advertisement, ... the Council will have regard to the following criteria:

1 hoardings should be of good design and in scale with their surroundings and be of a temporary nature only;

2 any advertisement display must not have an adverse effect upon road traffic conditions and public safety;

3 advertising displays will not be permitted where they would have an adverse effect upon: a Conservation Area; listed buildings or Buildings of Townscape Merit; views from or within open spaces or along the Thames riverside and its tributaries; predominantly residential areas;

4 high level, brightly illuminated, or flashing advertisements will not normally be permitted, especially where they might disturb residents.

4.1.15 As a general rule, advertisement displays will be restricted to shopping, commercial, industrial or transport locations, where they comply with the above criteria and do not cause excessive visual clutter."

Amenity

The application site is within the Local Plan main District Centre of Twickenham. It is alongside designated Secondary Shop Frontage comprising three-storey King Street Parade, the ground floor of which is in continuous retail use and features modern shop fronts with varied colourful signage. The frontage opposite is also Secondary Shop Frontage. The application site is within Twickenham Riverside Conservation Area, the west boundary of which runs down the middle of King Street then Cross Deep. There are no listed buildings or Buildings of Townscape Merit in the vicinity of the application site.

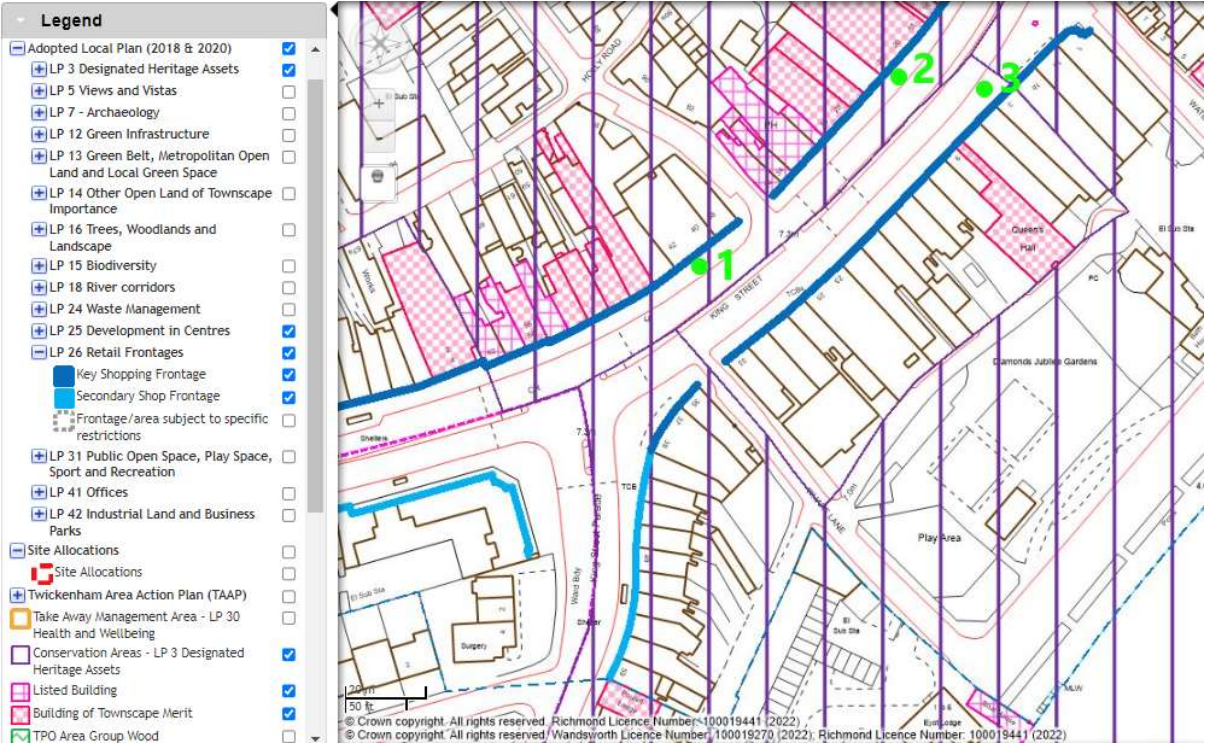
Reflecting its District Centre location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising three-storey Parade the ground floor of which is in continuous retail use featuring modern shop fronts and varied coloured signage. The site is alongside the heavily trafficked A310 King Street which in amenity terms significantly defines the local context and character.

Reflecting the District Centre role, character and movement-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, bicycle racks and so on. It features also the commonly associated public realm advertising, this including the internally illuminated 6-sheet Bus Shelter advertising displays o/s 53 King St, south of the application site (LPA Ref.13/3366/ADV) and the new Kiosk with integrated digital display o/s 40-42 King Street (LPA Ref.18/2930/ADV and 19/2835/FUL), both within Conservation Area also.

The proposed black new services Kiosk would be an improvement on the existing old outmoded red kiosk. It would therefore contribute positively to and would enhance local amenity. The proposed Kiosk would be viewed by passers-by as an example of modern street furniture the likes of which are now increasingly commonplace across Greater London, including within this main District Centre.

The advertising display within the proposed Kiosk would be visually contained within the host kiosk, and would be viewed by passers-by as an example of a now

familiar street furniture genre, examples of which exist locally as well as in other main District Centres across the Borough. It would be viewed in its predominantly commercial District Centre context, alongside the heavily trafficked A310 King Street movement corridor, alongside continuous Parade ground floor retail frontage featuring modern shop fronts with varied coloured signage, coordinated with existing street furniture, in an area featuring existing digital and internally illuminated public realm advertising. The below Local Plan Proposals Map extract and table beneath identify existing consented digital public realm advertising in the area surrounding.



Site	Description
1 ●	<p><u>Within Conservation Area and near buildings of townscape merit</u></p> <p>Application Number: 18/2930/ADV Address: Telecommunications Apparatus in front of 40-42 King Street Twickenham Description: Display of a single sided LED illuminated sequential display affixed to the frame of the payphone kiosk</p> <p><u>Appeal decision</u> The below paras. address the Conservation Area and nearby listed and buildings of townscape merit.</p> <p><i>"5. As the kiosk is in place, the advert would not add to the physical level of street furniture in this location. As such, it would not have any harmful effect on the Council's efforts to remove clutter. I am also conscious that non-illuminated adverts are often displayed under deemed consent on kiosks such as this. I saw an example of this on another nearby kiosk, albeit this was</i></p>

outside the conservation area. Nevertheless, with controls in place over the level of illumination, there would be little difference between the display proposed here or a non-illuminated version in the daytime. Additional controls can also be imposed on the timing of any changes to the display to limit its impact. I saw similar illuminated displays on nearby bus stops, which did not look out of place or unsympathetic to this busy commercial area.

6. The advert is therefore unlikely to result in any harm to either the character or appearance of the conservation area or the setting of the nearby listed buildings. The kiosk itself is already in place. While the advert would alter its appearance, the overall impact from wider views would be minimal. The advert would be seen on the pavement edge connected to an existing structure and thus it should not harmfully obstruct views of listed buildings or have any effect on those characteristics of the QRTCA which give it its significance, particularly in terms of the historic layout or quality of its buildings. The clear glazing would be replaced, but the curvature of the road and distances involved should ensure that views of No 54 or Nos 60 and 62 from the east would not be unduly affected. When approaching from the west, these buildings would be behind you and thus the advert would not be seen in the same context. Similarly, shared views of the advert and No 32-36 would be limited owing to the degree of separation and oblique angles involved.

7. Views of the advert from passing vehicles would generally be fleeting in nature. Those from across the street would be filtered by the traffic and the advert could only be seen from a few angles in any event. Views of the upper floors of buildings would be unaffected. In addition, along with the adverts described above, there is also a large amount of shop signage and other prominent window displays which help set the context for the area. As such, the advert would not appear wholly incongruous or intrusive in this context. I am satisfied therefore that the advert would not have an unacceptable effect on the visual amenity of the area. Consequently, it would have a neutral impact on the character and appearance of the QRTCA and the setting of the nearby listed buildings."

Application Number: 19/2835/FUL

Address: Telecommunications Apparatus in front of 40-42 King St, Twickenham
 Description: Installation of electronic communication apparatus on the public footpath

2 ● Within Conservation Area and near buildings of townscape merit

Application Number: 18/2929/ADV

Address: Telecommunications Apparatus in front of 24 King Street Twickenham
 Description: Installation of a single sided LED illuminated sequential display affixed to existing payphone kiosk

Officer Report findings

"A site visit showed that there are similar illuminated displays on nearby bus stops and telephone kiosks, these do not look out of place or unsympathetic to this busy commercial area.

The proposed screens are considered to be of an acceptable size, scale, design, materials and brightness so as to protect the amenities off the area, subject to appropriate conditions.

The proposed advertisements would be seen on against the backdrop of varied

	<p><i>retail shop fronts on which there is evidence of illuminated and non-illuminated fascias and signage. Given the commercial context and relatively wide section footway, the proposed advertising would not be unduly dominant in the streetscene and will be unlikely to distract motorists (subject to suitable conditions). The proposed size of the screen is proportionate to the structure and not considered to be excessively large for this location.</i></p> <p><i>The scale and position of the advert is such that it would be unlikely to unduly distract motorists from proper observance of the nearby traffic signals or the highway generally, subject to aforementioned conditions.</i></p> <p><i>On balance therefore, the proposed illuminated advertising fixed onto the existing telephone kiosk would not appear wholly incongruous or intrusive. The advertising would have a neutral impact on the character and appearance of the QRTCA and the setting of the nearby listed buildings. With suitable conditions, the character and appearance of the area will be at the very least preserved and as such, on balance, the proposed advertising is acceptable.”</i></p> <p>Application Number: 19/2836/FUL Address: Telecommunications Apparatus in front of 24 King Street Twickenham Description: Installation of electronic communication apparatus on the public footpath</p>
<p>3 ●</p>	<p><u>5m from Conservation Area and near building of townscape merit</u></p> <p>Application Number: 17/3471/ADV Address: Telephone Box, Pavement in front of 3-5 King Street Twickenham Description: Internally illuminated LED display to the frame of the existing payphone kiosk</p> <p>Application Number: 19/2837/FUL Address: Telephone Box, Pavement in front of 3-5 King Street Twickenham Description: Installation of electronic communication apparatus on the public footpath</p>

As noted earlier, the application site is within Conservation Area, the boundary of which runs down the middle of King Street. Twickenham Riverside Conservation Area (CA8) and Queen’s Rd Twickenham Conservation Area (CA47) adjoin one another in central Twickenham, and share the same ‘Conservation Area Study Area Nos 8/47’.

The Conservation Area Study Area Nos 8/47 refers to King Street Parade as being a “sound but unexciting 1930’s building.” Its townscape significance is therefore relatively muted and unremarkable. The Conservation Area Study Area Nos 8/47 notes that piecemeal redevelopment and the poor quality of some 20th century buildings locally lends value to intact parades in townscape terms although this is tempered by the ground floor commercial retail realm. The townscape value they have relates mainly to the upper floors thereof.

The Conservation Area Study Area Nos 8/47 identifies King St Parade shop frontage as in need of improvement. It confirms that there are no listed buildings,

Buildings of Townscape Merit, identified Local Views, or identified Local Landmarks in the vicinity of the application site.

The advertising display within the proposed Kiosk would be viewed against the backdrop of the continuous ground floor retail frontage alongside featuring modern varied shop fronts, varied coloured and illuminated signage, and other prominent window displays. Against this backdrop context, it would appear as an appropriate form of development that would be in keeping and in scale with features that characterise the area surrounding. It would reflect rather than harm the amenity, character and appearance of the area related to its siting, and would not appear incongruous or intrusive.

The townscape value of King Street Parade is appreciated most from vantage points away from it, from the north side of King Street and Heath Rd looking south and south-eastward, and from the west side of King Street / Cross Deep looking eastward. These views are all across the heavily trafficked local road network, either across the significant King St/Heath Rd/Cross Deep intersection or across King St/Cross Deep. The single advertising display would be visible in but a limited range of views and, if viewed, would be seen either alongside or across the busy King St or across the significant aforementioned intersection, filtered by bypassing traffic, and any views of it would generally be fleeting in nature. It would be viewed against the ground floor commercial retail frontage backdrop, therefore unaffacting the townscape value of the Parade, which derives mainly from the upper floors thereof.

Given the proposal is to replace an existing kiosk, the advertising display would not add to physical street furniture in the locality. The proposed Kiosk with integrated advertising display would alter the appearance of the existing kiosk, but the overall impact on the amenity, character and appearance of the locality would be neutral, in accordance with Local Plan Policy LP1, Local Plan para.s 4.1.14-4.1.15, and Local Plan Policy LP3.

The Local Plan recognises "*4.1.14 Advertising can enhance the appearance and vitality of a street.*" Similarly London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*" In accordance with this policy, the advertising display within the proposed Kiosk would contribute appropriate visual interest and vitality to this part of the District Centre.

Public safety

In respect of advertisements, Local Plan Policy LP1 seeks to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety). Local Plan para. 4.1.14 then states, "*In considering proposals for an advertisement, the Council will have regard to the following criteria: 2. any advertisement display must not have an adverse effect upon road traffic conditions and public safety.*"

National Planning Practice Guidance 'Advertisements' (2019) recognises "*All advertisements are intended to attract attention but proposed advertisements at*

points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline." (our emphasis)

We reference earlier Transport for London's (TfL's) guidance on digital roadside advertising, 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013). This states, "*static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.*" It states further, "*with appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising (i.e. backlight, poster and paste, vinyl etc).*"

The advertising display within the proposed Kiosk would portray static advertising images that would change every 10 seconds. It would therefore be as per the established norm for such public realm advertising.

Responding to the above-mentioned National Planning Practice Guidance 'Advertisements', the application site is within a predominantly commercial Main District Centre locality, the proposed display is a type that is increasingly commonplace and therefore normal within Centres of this kind across London (and they exist within Twickenham District Centre already), and the advertising display would not impact the skyline. The proposal therefore is of a type "*less likely to create road safety problems.*"

King Street is subject to the lowest of the now normal speed limits, 20mph, which is generally conducive of safe road conditions. The proposed Kiosk would be within the street furniture zone alongside the carriageway edge, affording ready visibility for bypassing road users. Reasonably we conclude that the advertising display within the proposed Kiosk would not have an adverse effect on road conditions and public safety.

o/s 72 High Street, Whitton

Planning Application assessment – Site specific matters

Location suitability

The Adopted Local Plan Strategic Vision states:

"The borough's centres, including the main centres as well as local and neighbourhood centres and parades, will continue to perform well and flourish. Central Richmond will continue to thrive and a new and improved station will provide a welcoming and pleasant environment for all those that live, work and visit the borough. Twickenham, including the station and surrounding area as well as the riverside, will have been rejuvenated and developed into a flourishing and

vibrant business and cultural centre. Whitton, Teddington and East Sheen will have maintained and enhanced their role in providing shops, services and employment opportunities for local communities.” (our emphasis)

The Local Plan Strategic Vision adds, “6. Reinforce the role of Richmond, Twickenham, Teddington, Whitton and East Sheen centres, which play an important role in the provision of shops, services, employment and housing as well as being a focus for community and cultural life.” (our emphasis)

Local Plan Policy LP 25 ‘Development in Centres’ states:

“A. Development in the borough’s centres, as defined in the centre hierarchy, will be acceptable if it:

- 1. is in keeping with the centre’s role and function within the hierarchy and is of a scale appropriate to the size of the centre;*
- 3. does not adversely impact on the vitality and viability of the centre in which the development is proposed, or another centre;*
- 4. optimises the potential of sites by contributing towards a suitable mix of uses that enhance the vitality and viability of the centre. Commercial or community uses should be provided on the ground floor fronting the street, subject to other Local Plan policies, including the retail frontages policy LP 26.”*

The table at Local Plan para. 7.1.1 details the Borough’s Centre hierarchy. The Main centres are Richmond, Twickenham, Teddington, East Sheen and Whitton. Richmond is classified as a ‘major centre’ and Twickenham, Teddington, East Sheen and Whitton as ‘district centres’ in the London Plan’s town centre network.

The application site is situated within the Local Plan main District Centre of Whitton. It is alongside designated Key Shopping Frontage comprising three-storey parade development, the ground floor of which is in continuous retail use and features modern shop fronts with varied coloured, illuminated signage. The frontage opposite is also Key Shopping Frontage. The application site is not within Conservation Area and there are no listed buildings in the vicinity of the application site. Nos 60-64 High St are Buildings of Townscape Merit; the application kiosk is 15m from the nearest of these buildings.

In accordance with Local Plan Policy LP 25 ‘Development in Centres’, the proposed Kiosk would be in keeping with the centre’s role and function within the hierarchy, of a scale appropriate to the District Centre, and would contribute towards the suitable uses mix that support the vitality, viability and interest of the District Centre.

Local context and character

London Plan Policy D8 ‘Public realm’ states “*Development proposals should: B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface*

materials should be of good quality, fit-for-purpose, durable and sustainable." (our emphasis)

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"A. The Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area.

To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 2. sustainable design and construction, including adaptability, subject to aesthetic considerations;*
- 3. layout, siting and access, including making best use of land;*
- 4. space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;*
- 5. inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and*
- 6. suitability and compatibility of uses."*

Local Plan Policy LP 3 'Designated Heritage Asset' states, *"The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal. The significance (including the settings) of the borough's designated heritage assets ... will be conserved and enhanced."*

Local Plan Policy LP 4 'Non-Designated Heritage Assets' states, *"The Council will seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit, memorials, particularly war memorials, and other local historic features."*

The NPPF para. 203 states, *"The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset."*

As noted earlier, the application site is within the Local Plan main District Centre of Whitton. It is alongside designated Key Shopping Frontage comprising three-storey parade development, the ground floor of which is in continuous retail use and features modern shop fronts with varied coloured, illuminated signage. The frontage opposite is also Key Shopping Frontage. The application site is not within Conservation Area and there are no listed buildings in the vicinity of the application site. Nos 60-64 High St are Buildings of Townscape Merit; the application kiosk is 15m from the nearest of these buildings.

Reflecting the District Centre location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising three-storey parade development the ground floor of which is in continuous retail use, featuring modern shop fronts with varied colour and illuminated signage. The site is alongside the busy heavily trafficked High Street Whitton which in amenity terms significantly defines the local context and character.

Reflecting the District Centre role, character and movement-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, bicycle racks and so on. It features also the commonly associated public realm advertising, this including internally illuminated 6-sheet Bus Shelter advertising displays o/s 38 High St, 130 High St and the InLink Kiosk with integrated digital advertising displays o/s 9-13 High St, Whitton; details of this public realm advertising are provided in the below table.

Consented Street furniture digital and internally illuminated advertising
<p>Application Number: 18/1706/TEL Address: Telephone Kiosk Outside No 9-13 High Street Whitton Description: Removal of 1no. BT Payphone and the installation of 1no. InLink at High St Whitton</p>
<p>Application Number: 18/1754/ADV Address: Telephone Kiosk Outside No 9-13 High Street Whitton Description: Removal of 1No. BT Payphone (ST6 Unit) Kiosk and Installation of a BT 'In Link' Unit with 2No. digital LDC display screens</p>
<p>Application Number: 07/0438/ADV Address: Telephone Kiosk Outside No 95 High Street Whitton Middlesex TW2 7LD Description: Replacement of Existing BT Payphone Kiosk With New Payphone Kiosk With Advertisement Panel On One Side</p>

The replacement of the old outmoded existing red kiosk with the proposed black new services Kiosk would contribute to enhancing local amenity. The proposed Kiosk would appear as an up-to-date, aesthetically pleasing structure that would respect and maintain the scale and hierarchy of existing kiosks, and would be viewed by passers-by as an example of modern street furniture the likes of which are increasingly commonplace and thus characteristic of District Centres within the Borough, including this Centre.

The proposed Kiosk would be viewed in its predominantly commercial District Centre surroundings, alongside the busy High Street Whitton movement and activity corridor, alongside continuous modern Key Shopping Frontage,

coordinated with existing street furniture, within an area featuring existing advertising bearing street furniture. In this context, the proposed Kiosk would appear as an appropriate form of development, in keeping and in scale with features that characterise the area, and would therefore be compatible with and respecting of the local context and character.

Local Plan Policy LP 4 'Non-Designated Heritage Assets' states, "*The Council will seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit.*" As noted, Nos 60-64 High St are Buildings of Townscape Merit, and the application kiosk is 15m from the nearest of these buildings. In replacing the old outmoded existing kiosk, the proposed Kiosk would make a positive contribution to the wider setting of these buildings, in accordance with London Plan Policy D8 and Local Plan Policies LP1 and LP4.

Siting considerations

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 3. layout, siting and access, including making best use of land."*

The Council's Public Space Design Guide (2006) SPD states, "*5.1 GENERAL PRINCIPLES ... Different items of street furniture should relate to each other in terms of design, siting and colour*".

TfL's Streetscape Guidance Fourth Edition (2022 Rev2) para. 11.11 states, "*The impact of any new telephone box on the coherence and quality of the streetscape should be considered. Locations need to be assessed on their own merits, with due consideration for available footway widths, the impact on pedestrian and cycle desire and sightlines, existing footway demand from surrounding activities and buildings, availability of ATMs, and an analysis of local antisocial behavioural issues.*"

Under the heading 'Location', the Streetscape Guidance para. 11.11 states:

- "• Telephone boxes should not be installed where the footway clear zone is less than 2,000mm wide*
- They should not be installed if doing so would create an obstruction which could pose a safety hazard ie at the front of a kerb in close proximity to a junction or side road*
- They should be located away from loading bays, service access points and crossovers. The doors should not open into the path of pedestrians*

- *The box should be no less than 450mm from the kerb face*
- *Boxes should be positioned to ensure that there is sufficient space to allow mechanised cleaning"*

TfL Streetscape Guidance Para. 11.2 states the 'street furniture zone' is where street furniture is arranged and coordinated in order to maximise the unobstructed footway for pedestrians.

Please see the Site Block Plan accompanying the application documentation. The existing kiosk is 600mm from the kerb and therefore beyond the 450mm TfL requirement. The proposed Kiosk would be sited the TfL required offset from the kerb meaning the proposal would leave footway width conditions unaltered. In terms of siting considerations, the proposal therefore accords with Local Plan Policy LP1, Council SPD and TfL Streetscape Guidance.

Tree planting

The application site is within the Proposed Area for Tree Planting, which covers the extent of High Street Whitton, and beyond. Local Plan Policy LP16 Trees, Woodlands and Landscape states, "A. *The Council will require the protection of existing trees and the provision of new trees, shrubs and other vegetation of landscape significance that complement existing, or create new, high quality green areas, which deliver amenity and biodiversity benefits.*"

As noted in section 3, the applicant is partnered with 'Trees for Cities', a global charitable organisation working to create greener cities in the UK and internationally. Given that the application site is within the Proposed Area for Tree Planting, this proposal includes the provision and planting of two street trees in locations to be agreed with the Council, to be delivered by agreement under either the Highways Act 1980 or the Town and Country Planning Act 1990. The proposal therefore accords with Local Plan Policy LP16.

Advertisement Consent application assessment

As per the Advertisement Regulations, the key issues for consideration with the Advertisement Consent application are *amenity* and *public safety*, taking in to account the development plan in so far as it is material and any other relevant factors. In accordance with the Advertisement Regulations, development plan policies are material only insofar as they are relevant to the proposal but cannot by themselves be decisive in any determination.

The following development plan policies are relevant in assessing the Advertisement consent application.

London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*"

Local Plan Policy LP1 'Local Character and Design Quality' states: "*Advertisements and hoardings*

C. The Council will exercise strict control over the design and siting of advertisements and hoardings to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety)."

Para.s 4.1.14-4.1.15 address 'Advertisements and hoardings' stating:

"4.1.14 Advertising can enhance the appearance and vitality of a street. However, it can also cause considerable damage to visual amenity by cluttering the built environment and detracting from the quality of the area. ... In considering proposals for an advertising hoarding or other advertisement, ... the Council will have regard to the following criteria:

1 hoardings should be of good design and in scale with their surroundings and be of a temporary nature only;

2 any advertisement display must not have an adverse effect upon road traffic conditions and public safety;

3 advertising displays will not be permitted where they would have an adverse effect upon: a Conservation Area; listed buildings or Buildings of Townscape Merit; views from or within open spaces or along the Thames riverside and its tributaries; predominantly residential areas;

4 high level, brightly illuminated, or flashing advertisements will not normally be permitted, especially where they might disturb residents.

4.1.15 As a general rule, advertisement displays will be restricted to shopping, commercial, industrial or transport locations, where they comply with the above criteria and do not cause excessive visual clutter."

Amenity

As noted earlier, the application site is within the Local Plan main District Centre of Whitton. It is alongside designated Key Shopping Frontage comprising three-storey parade development, the ground floor of which is in continuous retail use and features modern shop fronts with varied coloured, illuminated signage. The frontage opposite is also Key Shopping Frontage. The application site is not within Conservation Area and there are no listed buildings in the vicinity of the application site. Nos 60-64 High St are Buildings of Townscape Merit; the application kiosk is 15m from the nearest of these buildings.

Reflecting the District Centre location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising three-storey parade development the ground floor of which is in continuous retail use, featuring modern shop fronts with varied colour and illuminated signage. The site is alongside the busy heavily trafficked High Street Whitton which in amenity terms significantly defines the local context and character.

Reflecting the District Centre role, character and movement-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, bicycle racks and so on. It features also the commonly associated public realm advertising, this including internally illuminated 6-sheet

Bus Shelter advertising displays o/s 38 High St, 130 High St and the InLink Kiosk with integrated digital advertising displays o/s 9-13 High St, Whitton.

As noted earlier, the proposed Kiosk would be an improvement on the existing old outmoded red kiosk; it would contribute positively to and thereby enhance local amenity. It would be viewed by passers-by as an example of modern street furniture the likes of which are increasingly commonplace across Greater London, including within this main District Centre.

The advertising display within the proposed Kiosk would be visually contained within the host kiosk, and would be viewed by passers-by as an example of a now familiar street furniture genre, examples of which exist locally as well as in other main District Centres across the Borough. It would be viewed in its predominantly commercial District Centre context, alongside the busy High Street Whitton, against and alongside the backdrop of continuous ground floor Key Shopping Frontage featuring modern shop fronts with varied colour and illuminated signage, within an area featuring existing digital and internally illuminated public realm advertising. In this context, it would appear as an appropriate form of development that would be in keeping and in scale with features that characterise the area surrounding. It would reflect rather than harm the amenity, character and appearance of the area related to its siting.

The advertising display would be visible in but a limited range of views, and in those potential views, it would be viewed either alongside or from the other side of the busy High Street Whitton, either alongside or filtered by bypassing traffic, and any views of it would generally be fleeting in nature.

The proposal is to replace an existing kiosk; the advertising display would not therefore add to physical street furniture in the locality. The proposed Kiosk with integrated advertising display would alter the appearance of the existing kiosk, but the overall impact on the amenity, character and appearance of the locality would be neutral.

As noted, Nos 60-64 High St are Buildings of Townscape Merit. The townscape value of these buildings derives from their upper floors, their ground floors comprising modern shop fronts. The advertising display would be viewed against the aforementioned continuous ground floor Key Shopping Frontage, with no impact on the townscape value of these Buildings of Townscape Merit.

The Local Plan recognises "*4.1.14 Advertising can enhance the appearance and vitality of a street.*" Similarly London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*" In accordance with this policy, the advertising display within the proposed Kiosk would contribute appropriate visual interest and vitality to this part of the District Centre. The proposal is in accordance with Local Plan Policy LP1, Local Plan para.s 4.1.14-4.1.15, and Local Plan Policy LP3.

Public safety

In respect of advertisements, Local Plan Policy LP1 seeks to ensure the character

of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety). Local Plan para. 4.1.14 then states, *"In considering proposals for an advertisement, the Council will have regard to the following criteria: 2. any advertisement display must not have an adverse effect upon road traffic conditions and public safety."*

National Planning Practice Guidance 'Advertisements' (2019) recognises *"All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline."* (our emphasis)

We reference earlier Transport for London's (TfL's) guidance on digital roadside advertising, 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013). This states, *"static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted."* It states further, *"with appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising (i.e. backlight, poster and paste, vinyl etc)."*

The advertising display within the proposed Kiosk would portray static advertising images that would change every 10 seconds. It would therefore be as per the established norm for such public realm advertising.

Responding to the above-mentioned National Planning Practice Guidance 'Advertisements', the application site is within a predominantly commercial Main District Centre locality, the proposed display is a type that is increasingly commonplace and therefore normal within Centres of this kind across London (and examples exist within Whitton District Centre already), and the advertising display would not impact the skyline. The proposal therefore is of a type *"less likely to create road safety problems."*

High Street Whitton is subject to the lowest of the now normal speed limits, 20mph, which is generally conducive of safe road conditions. The proposed Kiosk would be within the normal street furniture zone alongside the carriageway, affording ready visibility for bypassing road users. Reasonably we conclude that the advertising display within the proposed Kiosk would not have an adverse effect on road conditions and public safety.

o/s 61 Broad Street, Teddington

Planning Application assessment – Site specific matters

Location suitability

The Adopted Local Plan Strategic Vision states:

"The borough's centres, including the main centres as well as local and neighbourhood centres and parades, will continue to perform well and flourish. Central Richmond will continue to thrive and a new and improved station will provide a welcoming and pleasant environment for all those that live, work and visit the borough. Twickenham, including the station and surrounding area as well as the riverside, will have been rejuvenated and developed into a flourishing and vibrant business and cultural centre. Whitton, Teddington and East Sheen will have maintained and enhanced their role in providing shops, services and employment opportunities for local communities." (our emphasis)

The Local Plan Strategic Vision adds, "6. Reinforce the role of Richmond, Twickenham, Teddington, Whitton and East Sheen centres, which play an important role in the provision of shops, services, employment and housing as well as being a focus for community and cultural life." (our emphasis)

Local Plan Policy LP 25 'Development in Centres' states:

"A. Development in the borough's centres, as defined in the centre hierarchy, will be acceptable if it:

- 1. is in keeping with the centre's role and function within the hierarchy and is of a scale appropriate to the size of the centre;*
- 3. does not adversely impact on the vitality and viability of the centre in which the development is proposed, or another centre;*
- 4. optimises the potential of sites by contributing towards a suitable mix of uses that enhance the vitality and viability of the centre. Commercial or community uses should be provided on the ground floor fronting the street, subject to other Local Plan policies, including the retail frontages policy LP 26."*

The table at Local Plan para. 7.1.1 details the Borough's Centre hierarchy. The Main centres are Richmond, Twickenham, Teddington, East Sheen and Whitton. Richmond is classified as a 'major centre' and Twickenham, Teddington, East Sheen and Whitton as 'district centres' in the London Plan's town centre network.

The application site is situated within the Local Plan main District Centre of Teddington. It is alongside designated Key Shopping Frontage comprising three-storey modern development, the ground floor of which is in continuous retail use and comprises modern shop fronts with varied colour and illuminated signage. The frontage opposite is also Key Shopping Frontage. The application site is not within Conservation Area; the south side of the road is within Broad Street Conservation Area. There are no listed buildings in the vicinity of the application site. Nos 47-57 Broad St, west of the application site, are Buildings of Townscape Merit, while Nos 46 and 58 Broad St, on the opposite / south side of the road, are also Buildings of Townscape Merit.

In accordance with Local Plan Policy LP 25 'Development in Centres', the proposed Kiosk would be in keeping with the centre's role and function within the hierarchy, of a scale appropriate to the District Centre, and would contribute towards the

suitable uses mix that support the vitality, viability and interest of the District Centre.

Local context and character

London Plan Policy D8 'Public realm' states "*Development proposals should: B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable." (our emphasis)*

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"A. The Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area.

To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 2. sustainable design and construction, including adaptability, subject to aesthetic considerations;*
- 3. layout, siting and access, including making best use of land;*
- 4. space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;*
- 5. inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and*
- 6. suitability and compatibility of uses."*

Local Plan Policy LP 3 'Designated Heritage Asset' states, "*The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal. The significance (including the settings) of the borough's designated heritage assets ... will be conserved and enhanced.*"

Local Plan Policy LP 4 'Non-Designated Heritage Assets' states, *"The Council will seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit, memorials, particularly war memorials, and other local historic features."*

The NPPF para. 203 states, *"The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset."*

As noted earlier, the application site is situated within the Local Plan main District Centre of Teddington. It is alongside designated Key Shopping Frontage comprising three-storey modern development, the ground floor of which is in continuous retail use and comprises modern shop fronts with varied colour and illuminated signage. The frontage opposite is also Key Shopping Frontage. The application site is not within Conservation Area; the south side of the road is within Broad Street Conservation Area. There are no listed buildings in the vicinity of the application site. Nos 47-57 Broad St, west of the application site, are Buildings of Townscape Merit, while Nos 46 and 58 Broad St, on the opposite / south side of the road, are also Buildings of Townscape Merit.

Reflecting the District Centre location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising three-storey modern development the ground floor of which is in continuous Key Shopping Frontage retail use, featuring modern shop fronts with illuminated signage. The site is alongside the busy A313 Broad Street – which is the main east-west movement and activity corridor serving central Teddington - which in amenity terms significantly defines the local context and character.

Reflecting the District Centre role, character and movement-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, bicycle racks and so on. It features also the commonly associated public realm advertising, this including internally illuminated 6-sheet Bus Shelter advertising displays o/s 56 Broad St and 65 Broad St, and the InLink Kiosk with integrated digital advertising displays o/s 67 Broad St, details of which are provided in the below table.

Consented Street furniture advertising in area
<p>Application Number: 18/1707/TEL Address: Telephone Box Outside 65/67 Broad Street Teddington Description: Removal of 3no. BT Payphones and the installation of 1no. InLink at Broad St</p> <p>Application Number: 18/1752/ADV Address: Telephone Box Outside 65/67 Broad Street Teddington Description: Two digital LED display screens on each side of the InLink</p>
<p>Application Number: 88/1366/ADV Address: Bus Shelter opposite Hogarth Public House Broad Street Teddington</p>

Description: Internally illuminated panels.

Application Number: 04/2218/ADV

Address: Bus Shelter O/s 54-56 Broad Street Teddington

Description: Erection of 2 advertisement poster panels to bus shelter

The replacement of the old outmoded existing kiosk with the proposed new services Kiosk would contribute to enhancing local amenity. The proposed Kiosk would appear as an up-to-date, aesthetically pleasing structure that would respect and maintain the scale and hierarchy of existing kiosks. It would be viewed by passers-by as an example of modern street furniture the likes of which are increasingly commonplace and thus characteristic of District Centres within the Borough, including this District Centre.

The proposed Kiosk would be viewed in its predominantly commercial District Centre surroundings, alongside the busy Broad Street movement and activity corridor, alongside continuous modern ground floor Key Shopping Frontage, coordinated with existing street furniture, within an area featuring existing advertising bearing street furniture. In this context, the proposed Kiosk would appear as an appropriate form of development, in keeping and in scale with features that characterise the area, and would therefore be compatible with and respecting of the local context and character.

As noted, the south side of the road is within Broad Street Conservation Area. As with the existing kiosk, the proposed Kiosk is positioned so that its north elevation aligns with the front of the adjoining Boots store; it therefore has a close visual relationship and association with the retail premises along the north side of the road. It would therefore have no impact on the setting of the Conservation Area.

As noted, Nos 47-57 Broad St, west of the application site, are Buildings of Townscape Merit, while Nos 46 and 58 Broad St, on the opposite / south side of the road, are also Buildings of Townscape Merit.

The townscape merit of Nos 47-57 Broad St derives mainly from their upper floor, the ground floor comprising varied character shop fronts. Given the physical east-west separation of the application site from these buildings and the close visual association of the proposed Kiosk to the modern retail premises alongside, it would have no impact on the townscape merit of Nos 47-57. And given the close visual association of the proposed Kiosk to the retail premises alongside, combined with the north-south physical separation of the busy A313 Broad St, the proposed Kiosk would have no impact on Nos 46 and 58 Broad St on the opposite / south side of the road.

In replacing the old outmoded existing kiosk, the proposed Kiosk would make a positive contribution to improving the amenity of the locality, in accordance with London Plan Policy D8 and Local Plan Policies LP1 and LP4.

Siting considerations

Local Plan Policy LP 1 'Local Character and Design Quality' states:

"To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:

- 1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
- 3. layout, siting and access, including making best use of land."*

The Council's Public Space Design Guide (2006) SPD states, "5.1 GENERAL PRINCIPLES ... Different items of street furniture should relate to each other in terms of design, siting and colour".

TfL's Streetscape Guidance Fourth Edition (2022 Rev2) para. 11.11 states, "The impact of any new telephone box on the coherence and quality of the streetscape should be considered. Locations need to be assessed on their own merits, with due consideration for available footway widths, the impact on pedestrian and cycle desire and sightlines, existing footway demand from surrounding activities and buildings, availability of ATMs, and an analysis of local antisocial behavioural issues."

Under the heading 'Location', the Streetscape Guidance para. 11.11 states:

- "• Telephone boxes should not be installed where the footway clear zone is less than 2,000mm wide*
- They should not be installed if doing so would create an obstruction which could pose a safety hazard ie at the front of a kerb in close proximity to a junction or side road*
- They should be located away from loading bays, service access points and crossovers. The doors should not open into the path of pedestrians*
- The box should be no less than 450mm from the kerb face*
- Boxes should be positioned to ensure that there is sufficient space to allow mechanised cleaning"*

TfL Streetscape Guidance Para. 11.2 states the 'street furniture zone' is where street furniture is arranged and coordinated in order to maximise the unobstructed footway for pedestrians.

Please see the Site Block Plan accompanying the application documentation. As shown, the existing kiosk is in alignment with the adjoining other items of street furniture and tree, and this alignment ensures there is a wide footway for the free flow of pedestrians between the street furniture and the pavement edge. The proposed Kiosk would be sited on the footprint of the existing kiosk, thereby continuing the arrangement as existing. In terms of siting considerations, the proposal accords with Local Plan Policy LP1, Council SPD and TfL Streetscape Guidance.

As noted in section 3, the proposal includes the associated removal of kiosks o/s 6 High St Teddington, and o/s 171B High St Hampton (2x kiosks). The removal of these kiosks will result in pedestrian conditions improvements in the locations concerned, in accordance with Local Plan Policy LP1 and TfL Streetscape Guidance.

Advertisement Consent application assessment

As per the Advertisement Regulations, the key issues for consideration with the Advertisement Consent application are *amenity* and *public safety*, taking in to account the development plan in so far as it is material and any other relevant factors. In accordance with the Advertisement Regulations, development plan policies are material only insofar as they are relevant to the proposal but cannot by themselves be decisive in any determination.

The following development plan policies are relevant in assessing the Advertisement consent application.

London Plan Policy D8 'Public realm' states "*Development proposals should: M. create an engaging public realm.*"

Local Plan Policy LP1 'Local Character and Design Quality' states: "*Advertisements and hoardings*

C. The Council will exercise strict control over the design and siting of advertisements and hoardings to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety)."

Para.s 4.1.14-4.1.15 address 'Advertisements and hoardings' stating:

"4.1.14 Advertising can enhance the appearance and vitality of a street. However, it can also cause considerable damage to visual amenity by cluttering the built environment and detracting from the quality of the area. ... In considering proposals for an advertising hoarding or other advertisement, ... the Council will have regard to the following criteria:

1 hoardings should be of good design and in scale with their surroundings and be of a temporary nature only;

2 any advertisement display must not have an adverse effect upon road traffic conditions and public safety;

3 advertising displays will not be permitted where they would have an adverse effect upon: a Conservation Area; listed buildings or Buildings of Townscape Merit; views from or within open spaces or along the Thames riverside and its tributaries; predominantly residential areas;

4 high level, brightly illuminated, or flashing advertisements will not normally be permitted, especially where they might disturb residents.

4.1.15 As a general rule, advertisement displays will be restricted to shopping, commercial, industrial or transport locations, where they comply with the above criteria and do not cause excessive visual clutter."

Amenity

As noted earlier, the application site is within the Local Plan main District Centre of Teddington. It is alongside designated Key Shopping Frontage comprising three-storey modern development, the ground floor of which is in continuous retail use and comprises modern shop fronts with varied colour and illuminated signage. The frontage opposite is also Key Shopping Frontage. The application site is not within Conservation Area; the south side of the road is within Broad Street Conservation Area. There are no listed buildings in the vicinity of the application site. Nos 47-57 Broad St, west of the application site, are Buildings of Townscape Merit, while Nos 46 and 58 Broad St, on the opposite / south side of the road are also Buildings of Townscape Merit.

Reflecting the District Centre location, the application site locality is predominantly commercial in character and appearance, the adjacent frontage comprising three-storey modern development the ground floor of which is in continuous Key Shopping Frontage retail use, featuring modern shop fronts with illuminated signage. The site is alongside the busy A313 Broad Street – which is the main east-west movement and activity corridor serving central Teddington - which in amenity terms significantly defines the local context and character.

Reflecting the District Centre role, character and movement-corridor function of the area, the area features the usual street furniture including bus shelters, telephone kiosks, bicycle racks and so on. It features also the commonly associated public realm advertising, this including internally illuminated 6-sheet Bus Shelter advertising displays o/s 56 Broad St and 65 Broad St, and the InLink Kiosk with integrated digital advertising displays o/s 67 Broad St.

As noted earlier, the proposed Kiosk would be an improvement on the existing old outmoded kiosk; it would contribute positively to and thereby enhance local amenity.

The advertising display within the proposed Kiosk would be visually contained within the host kiosk, and would be viewed by passers-by as an example of a now familiar street furniture genre, examples of which exist locally as well as in other main District Centres across the Borough. It would be viewed in its predominantly commercial District Centre context, alongside the busy A313 Broad Street corridor, against and alongside continuous ground floor Key Shopping Frontage featuring modern shop fronts with illuminated signage, within an area featuring existing digital and internally illuminated public realm advertising. In this context, it would appear as an appropriate form of development that would be in keeping and in scale with features that characterise the area surrounding. It would reflect rather than harm the amenity, character and appearance of the area related to its siting.

The advertising display would be visible in but a limited range of views, and in those potential views, it would be viewed either alongside or from across the busy Broad Street, alongside or filtered by bypassing traffic, and any views of it would generally be fleeting in nature.

The proposal is to replace an existing kiosk; the advertising display would not therefore add to physical street furniture. The proposed Kiosk with integrated advertising display would alter the appearance of the existing kiosk, but the overall impact on the amenity, character and appearance of the locality would be neutral.

As noted, the south side of the road is within Broad Street Conservation Area. As with the existing kiosk, the proposed Kiosk north elevation would align with the adjoining Boots storefront; it would therefore continue the existing close visual relationship and association with the retail premises alongside it. The advertising display within the proposed Kiosk would therefore not impact the setting of the Conservation Area opposite.

As noted, Nos 47-57 Broad St west of the application site are Buildings of Townscape Merit, while Nos 46 and 58 Broad St on the opposite / south side of the road are also Buildings of Townscape Merit.

The townscape merit of Nos 47-57 Broad St derives mainly from their upper floor, the ground floor comprising varied character shop fronts. Given the physical east-west separation of the application site from these buildings and the close visual association of the proposed Kiosk to the modern retail premises alongside, the advertising display within the proposed Kiosk would not impact the townscape merit of Nos 47-57. And given the close visual association of the proposed Kiosk to the retail premises alongside it, combined with the north-south physical separation of the busy A313 Broad St, the proposed Kiosk advertising display would not impact Nos 46 and 58 Broad St on the opposite / south side of the road.

The Local Plan recognises "4.1.14 Advertising can enhance the appearance and vitality of a street." Similarly London Plan Policy D8 'Public realm' states "Development proposals should: M. create an engaging public realm." In accordance with this policy, the advertising display within the proposed Kiosk would contribute appropriate visual interest and vitality to this part of the District Centre. The proposal is therefore in accordance with Local Plan Policy LP1, para.s 4.1.14-4.1.15, Policy LP3 and LP4.

An application involving this kiosk was submitted several years ago in which the proposed new kiosk was to be re-sited to the kerb edge (LPA Ref. 16/2697/ADV.) This was refused and the appeal dismissed (APP/L5810/Z/16/3161516). In relation to visual amenity, the Inspector observed the following:

"22. The existing kiosk is positioned so that its northern elevation aligns with the front of the nearby Boots store. It thereby has a visually close relationship with the retail premises in the street scene. In contrast, the proposed replacement kiosk, sited further to the south, would occupy a more prominent and isolated position. The associated digital advertisement panel would be sited at a right angle to the road, facing towards the west. Owing to a combination of its position, size and illumination, it would appear as an unduly strident and

uncharacteristic feature within the street scene. As a consequence, it would have an unacceptably harmful effect on the visual amenity of the area and it would conflict with relevant policies and guidance."

This proposal addresses specifically the issues mentioned above. As with the existing kiosk, the proposed Kiosk north elevation would align with the adjoining Boots storefront thereby continuing the existing close visual relationship and association with the retail premises alongside it. The advertising display within the proposed Kiosk would therefore be viewed against and alongside the continuous adjoining ground floor Key Shopping Frontage, featuring modern shop fronts with illuminated signage, continuing the current close visual relationship and association.

As noted earlier, an InLink kiosk with integrated digital advertising o/s 65/67 Broad Street was consented in July 2018. This consent means that digital advertising is represented and therefore a characteristic feature of the area. The InLink is relatively close to the Bus Shelter, which is situated east of the application kiosk. This means that from vantage points to the west of the application site looking eastward, the Inlink kiosk is obscured from view by the nearby Bus Shelter thereby avoiding any impression of visual clutter.

Public safety

In respect of advertisements, Local Plan Policy LP1 seeks to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety). Local Plan para. 4.1.14 then states, *"In considering proposals for an advertisement, the Council will have regard to the following criteria: 2. any advertisement display must not have an adverse effect upon road traffic conditions and public safety."*

National Planning Practice Guidance 'Advertisements' (2019) recognises *"All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline."* (our emphasis)

We reference earlier Transport for London's (TfL's) guidance on digital roadside advertising, 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013). This states, *"static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted."* It states further, *"with appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising (i.e. backlight, poster and paste, vinyl etc)."*

The advertising display within the proposed Kiosk would portray static advertising images that would change every 10 seconds. It would therefore be as per the established norm for such public realm advertising.

Responding to the above-mentioned National Planning Practice Guidance 'Advertisements', the application site is within a predominantly commercial Main District Centre locality, the proposed display is a type that is increasingly commonplace and therefore normal within Centres of this kind across London (and is represented in the local area), and the advertising display would not impact the skyline. The proposal therefore is of a type *"less likely to create road safety problems."*

Broad Street is subject to the lowest of the now normal speed limits, 20mph, which is generally conducive of safe road conditions. The approach towards the application site is straight and straight forward, affording ready forward visibility for approaching road users. Reasonably we conclude that the advertising display within the proposed Kiosk would not have an adverse effect on road conditions and public safety.

In terms of public safety, we note that with the above-mentioned appeal APP/L5810/Z/16/3161516, the Inspector found that the advertisement would not be an undue distraction to road users or prejudicial to public safety. His findings are reproduced below:

"ii) Public safety

23. Notwithstanding the proposed advertisement's relatively close proximity to a bus stop to the east, such digital displays are now commonly experienced by road users in London. Subject to appropriate conditions being imposed which control the brightness and ensure that only static images are displayed, the advertisement would not be an undue distraction to road users or prejudicial to public safety in this regard."