

CITY OF WESTMINSTER			
PLANNING APPLICATIONS COMMITTEE	Date 13 th June 2017	Classification For General Release	
Report of Director of Planning	Ward(s) involved Bryanston and Dorset Square, Church Street, Harrow Road, Hyde Park, Knightsbridge and Belgravia, Little Venice, Marylebone High Street, St James's, Tachbrook, Warwick, Westbourne, West End, Vincent Square		
Subject of Report	New World Payphone locations throughout the city		
Proposal	The installation of new telephone kiosks with integral LED advertisement panels and the removal of existing kiosks in various locations across the city		
Agent	New World Payphones		
On behalf of	New World Payphones		
Registered Numbers	See list in report	Date amended/ completed	3.5.17
Date Application Received	ADV applications 25.10.16, 26.10.16, 1.12.16, 31.1.17, 20.4.17 TELCOM applications 2.5.17 and 3.5.17		
Conservation Areas	Various		

1. RECOMMENDATION

For Sub-Committee's Views:

1. Does the Sub-Committee consider that the proposed package, for removing 193 existing kiosks and installing 41 new kiosks with LED advertisement screens, is acceptable?
2. Subject to 1. above, either:
 - i. agree that prior approval is not required, and,
 - ii. agree to grant conditional advertisement consent subject to the satisfactory completion of a Unilateral Undertaking to require the removal of all the existing 193 kiosks, a maintenance agreement for the new kiosks and retained K6 telephone kiosks, and fund the planting of 45 new street trees; or,
3. Refuse on design and amenity grounds -
 - i. agree that prior approval is required and is refused, and,
 - ii. agree to refuse advertisement consent.

2. SUMMARY

New World Payphones has 193 modern telephone kiosks in 138 locations across the city (some sites have two kiosks), mostly outside conservation areas. It also has 31 historic K6 type which are in conservation areas. All were installed about 15-20 years ago. All are painted black.

Like most telephone kiosks in the street, they are not often used by the public and attract anti-social behaviour. It is highly desirable that these are removed to reduce street clutter and improve the appearance of streets.

The benefit of the proposed package, which needs to be considered as a whole, is the reduction in street clutter through the removal of all the existing outdated kiosks. This has to be weighed against the harm to amenity caused by the advertising panels of the new kiosks. The existing K6 style kiosks will be retained and maintained.

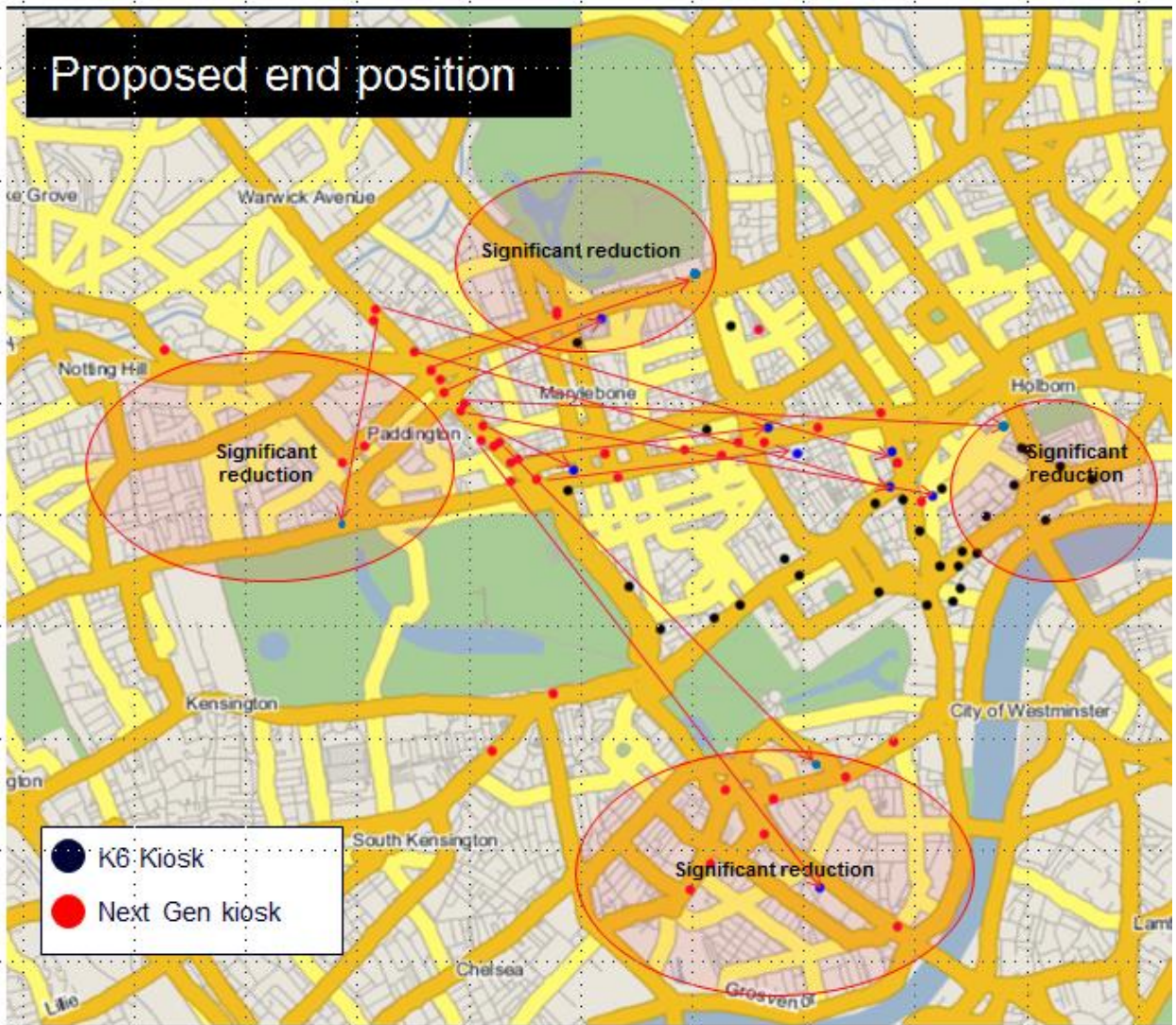
Most of the proposed locations for the new kiosks are in more commercial locations where the harm caused by the advertisement is relatively small. In some cases there is an impact on conservation areas and/or the settings of listed buildings which causes harm to these heritage assets. However, that harm is to be considered in the light of the whole package. The committee is asked to consider whether or not the benefits of removing the kiosks outweigh the harm caused by the new kiosks with their advertising screens.

If advertisement consent is to be granted it should be subject to a Unilateral Undertaking that requires the removal of all the existing 193 kiosks, a maintenance agreement for the new kiosks and retained K6 telephone kiosks, and funding of the planting of 41 new street trees (which has been offered by the applicant). A condition will also be required to control the type of display, preventing the display of moving images.

If the package is considered harmful overall then the applications should be refused on design grounds, including the impact on amenity. This would include the impact on heritage assets.

3. LOCATION PLAN





4. PHOTOGRAPHS – Examples of locations

James Street, W1



Vauxhall Bridge Road, SW1



Knightsbridge, SW1



Tottenham Court Road, W1



5. CONSULTATIONS

TRANSPORT FOR LONDON (TFL)

Have objected to some locations and are negotiating amendments with the applicant.

HIGHWAYS PLANNING

No objection subject to conditions controlling the advertisement display

CROSSRAIL

No comments

MARYLEBONE ASSOCIATION

Objects:

1. The proposed structures on which these displays are proposed to sit are not at all well designed. They are crude, cheaply constructed and finished, and bear no relation to the context in which they sit.

2. In all cases, these proposed displays are on busy stretches of footway. The ease with which people can walk here would be severely compromised if these new displays were permitted.

3. We have been trying for years to remove street clutter in Westminster – these proposals add to it in a particularly undesirable way.

SOHO SOCIETY

Objects:

Will cause loss of residential amenity and is an obstruction of the public highway. The proposed screen is distracting for partially sighted people. The obstruction this new combined telephone kiosk/advertising display will cause is at odds with the draft Westminster Walking Strategy and public realm strategy. [Westminster Way- Public realm strategy Design principles and practice]

THORNEY ISLAND SOCIETY

Objects:

Will result in more 'visual clutter'. Realise that the size of the display will not alter, but the fact that the images will be changing and will be illuminated will make them much more prominent. Constantly changing images will add to street clutter, even if the number of actual kiosks is reduced. Such a display is using energy, when it should be council policy to reduce energy consumption

COVENT GARDEN COMMUNITY ASSOCIATION

Would prefer to see the telephone kiosk removed, they do not object to the replacement kiosk, provided it is regularly maintained, including cleaned.

PADDINGTON WATERWAYS AND MAIDA VALE SOCIETY

Objection:

Will lead to increased street clutter, no justification for the phone box with an advert.

ST MARYLEBONE SOCIETY

Objects strongly:

Harm to the visual environment, profit via advertising space, would add street clutter and there is no evidence demonstrating demand.

SOUTH EAST BAYSWATER RESIDENTS ASSOCIATION

Objects strongly:

Against adverts on telephone boxes, illuminated adverts would spoil street scene, poorly located at busy junction with high pedestrian congestion, due to lack of information it is not clear where the advert is located

VICTORIA BID

Generally support efforts to reduce the number of phone boxes in Victoria, but in the absence of a comprehensive cleaning or maintenance agreement being available for view the planning applications are a concern. It is not clear how the proposals will bring forward a step change in the condition of kiosks that is sorely needed in Victoria. Similarly, the advertising offer to businesses and charities is vague as is the proposed Wi-Fi provision. We also have reservations concerning how the proposed kiosks may impact on footway widths and thus pedestrian safety.

KNIGHTSBRIDGE ASSOCIATION

Object:

Dislikes the increased use of digital advertising on street furniture providing a further distraction for road users.

KNIGHTSBRIDGE NEIGHBOURHOOD FORUM

Object strongly:

All non-heritage phone boxes should be removed to reduce street clutter otherwise they remain largely (un)used for and are a focal point for litter, graffiti and sex cards. Please reject this application and use the Councils powers to request that the phone box is removed and not replaced.

WESTMINSTER SOCIETY

No comment

NEW WEST END COMPANY

No objection

HYDE PARK RESIDENTS ASSOCIATION

No response received

NORTH PADDINGTON SOCIETY

No response received

WESTBOURNE NEIGHBOURHOOD FORUM

No response received

Resident, 26 Wendover Court, Chiltern Street, London

The kiosks are useless as most people have mobile phones and the kiosks are an invitation to prostitutes who advertise, get in the way of pedestrians and are redundant as far as any benefit to the public is concerned.

6. BACKGROUND INFORMATION

There are a large number of telephone kiosks in the City of Westminster, estimated at about 1,800. Many of the original historic telephone boxes (K2 and K6 types) are now grade 2 listed structures (approximately 110). Between 1994 and 1999 the City Council dealt with nearly 2,000 applications for prior approval for the installation of new telephone kiosks, including traditional K6 types, mainly in conservation areas. Not all of these were implemented but many hundreds were installed. With the rise of the mobile phone most of these telephone kiosks are now largely unused. Many are in very poor condition and attract anti-social activity.

Planning permission is not required for the installation of a new telephone kiosk. They are permitted development but prior approval is required from the local planning authority. If the proposal is acceptable then the decision is Prior Approval Not Required. If it is unacceptable then Prior Approval is refused. The only issues that can be considered are design and siting of the kiosk.

The Town and Country Planning (General Permitted Development) Order 2010 says that when the kiosk is no longer required it should be removed. However, telecommunications companies argue that the kiosks are not redundant and refuse to remove them.

Advertisement consent is not required for the display of adverts on kiosks outside conservation areas; they have deemed consent. Inside conservation areas advertisement consent is required.

Relevant policies

The City Council's longstanding policies, set out in the Unitary Development Plan, City Plan and 'Westminster Way', are to minimise street clutter and to resist advertising on street furniture. There are however increasing pressures for on-street advertising, which can be harmful to the visual amenity of the city.

Recent applications

The City Council has recently approved a large number of bus shelters with LED advertising screens, replacing the more traditional poster adverts. Not all applications were approved. In more sensitive areas consent was refused and almost all of these refusals were upheld at appeal.

There is growing pressure for advert screens on telephone kiosks. The other telephone companies (apart from the current applicant) may also have plans to replace their kiosks with new ones incorporating large LED advertisements. Many of the telephone companies are now owned by outdoor advertising companies. New World Payphones is now owned by Clear Channel, and Infolines is now owned by a similar firm, JC Decaux. BT has joined forces with Primesight.

There are other new companies submitting applications for new telephone kiosks on the streets. The City Council has recently refused prior approval for the installation of 80 new, additional, telephone kiosks across the city by Maximus Networks Limited, some of which are in similar locations to those proposed by NWP. Their applications did not include advertisements although their kiosks included a large wall, capable of advert displays. In

locations outside conservation areas they could display adverts without needing express consent.

In the last few weeks more applications have been received from a company called EuroPayphones. Potentially, these applications will be recommended for refusal of 'prior approval', for the same reasons as the Maximus applications.

7. THE CURRENT PROPOSAL

NWP/Clear Channel have come forward with a proposal to remove all 193 modern design kiosks and install 45 new kiosks with integral LED advertising screens in locations currently occupied by NWP kiosks. These new kiosks are slightly wider than the existing ones, but slightly less deep. The orientation of the advertisement screen varies from site to site. In some cases it is at right angles to the street, facing along the pavement. In other cases it is parallel to the kerb. The existing K6 boxes will be retained and refurbished.

The new kiosk is a two-sided, metal-framed structure, finished in black. Its design takes some inspiration from the tradition K6 kiosk. It is considered that this is not an outstandingly well designed piece of street furniture but it is an acceptable replacement for the existing modern kiosks.

Officers have negotiated the current package, seeking to reduce the total number of new kiosks and to locate them in the more commercial parts of the city. The difference between the Maximus proposals and the current applications is that the latter proposals see a significant net reduction (148) in the number of kiosks across the city.

The package also involves a Unilateral Undertaking to ensure implementation. It states that if consent is granted for installation of the new kiosks, NWP covenants with the Council that NWP shall:

1. Within 12 months of the date of receipt of the Kiosk Consent for the NWP Kiosks remove 193 existing Kiosks and replace them with 45 upgraded NWP Kiosks at locations identified at the planning committee and in respect of all Kiosk Sites shall obtain necessary permits in order to progress the works and will reinstate the ground subsequent to all works being completed;
2. Within 12 months of the Kiosk Consent Date refurbish 31 existing K6 design kiosks in accordance with a refurbishment schedule;
3. Maintain the upgraded NWP Kiosks to a reasonable standard in accordance with a maintenance schedule, including the cleaning of each kiosk at a minimum frequency of once a week;
4. Fund the planting of 45 roadside trees, subject to the remainder of this clause, namely that the Council will identify 45 suitable sites for the street trees, and shall in advance of planting a street tree at each suitable site invoice NWP for the costs associated with the planting up to a maximum of £1,500 (exclusive of VAT), any which invoice NWP shall pay within 45 days of receipt;

It is considered that the use of the LED screens to display moving images would make them unacceptable in terms of amenity and highways safety. Therefore, it is recommended that, if consent is to be granted, a condition is used to limit the display to static images.

Such as condition was used recently to control similar screens on bus shelters. The condition would read:

The advertisements displayed shall be a series of static images, which individually feature no moving elements, dynamic displays or motion pictures. The speed of change between one static image and the next shall be no quicker than 12 seconds.

8. DETAILED CONSIDERATIONS

There are currently 41 application sites, although the legal agreement refers to 45 locations. This is due to some applications being withdrawn primarily due to objections from TfL to some of the applications. A number of locations are still subject to negotiations between the applicant and TfL. The proposed locations are concentrated in the following parts of the city:

Oxford Street = 8
 Edgware Road = 12
 Victoria Street = 4
 Vauxhall Bridge Road = 3
 Buckingham Palace Road = 3

The remaining are more spread out. The following is a complete list of the proposed kiosks:

	Telephone kiosk site outside:	Application RN	Application RN
	North Area		
1.	18-20 Edgware Road W2 2JG	17/03735/TELCOM	16/10277/ADV
2.	27 Edgware Road W2 2JE	17/03736/TELCOM	16/10282/ADV
3.	54 Edgware Road W2 2EH	17/03760/TELCOM	16/11395/ADV
4.	57 Edgware Road W2 2HZ	17/03743/TELCOM	16/10281/ADV
5.	86-88 Edgware Road W1H 5AS	17/03753/TELCOM	16/10276/ADV
6.	97 Edgware Road W2 2HX	17/03758/TELCOM	16/10283/ADV
7.	143 - 143 Edgware Road W2 2HR	17/03740/TELCOM	16/10265/ADV
8.	194-196 Edgware Road W2 2DW	17/03750/TELCOM	16/10271/ADV
9.	258 Edgware Road NW1 5DS	17/03757/TELCOM	16/10378/ADV
10.	306-308 Edgware Road W2 1DY	17/03756/TELCOM	16/10266/ADV
11.	349 Edgware Road W2 1BS	17/03741/TELCOM	16/10253/ADV
12.	438 Edgware Road W2 1EG	17/03742/TELCOM	16/10267/ADV

13.	1-3 Craven Road W2 3BP	17/03825/TELCOM	16/10285/ADV
14.	1 London Street W2 1HR	17/03803/TELCOM	16/10270/ADV
15.	286 Harrow Road W2 5ES	17/03815/TELCOM	16/10287/ADV
16.	375 Harrow Road W9 3ND	17/03820/TELCOM	16/10288/ADV
17.	209 Baker Street NW1 6WZ	17/03816/TELCOM	16/10252/ADV

Central Area			
1.	4 Oxford Street W1D 1AN	17/03824/TELCOM	16/10211/ADV
2.	120 Oxford Street W1T 3QN	17/03807/TELCOM	16/10212/ADV
3.	240 Oxford Street W1C 1DH	17/03813/TELCOM	16/10231/ADV
4.	315-319 Oxford Street W1C 2HS	17/03812/TELCOM	16/10234/ADV
5.	334-348 Oxford Street W1C 1JG	17/03832/TELCOM	17/03420/ADV
6.	376-384 Oxford Street W1D 2LP	17/03817/TELCOM	16/10227/ADV
7.	451 Oxford Street W1	17/03818/TELCOM	16/10237/ADV
8.	508 - 520 Oxford Street W1C 1NB	17/03819/TELCOM	17/00742/ADV
9.	6 - 10 Great Portland Street W1W 8QL	17/03804/TELCOM	16/11409/ADV
10.	10 Great Marlborough Street W1F 7LP	17/03805/TELCOM	16/11410/ADV
11.	93 – 107 Shaftesbury Avenue W1D 5DY	17/03827/TELCOM	16/11404/ADV

South Area			
1.	Atlas House, Victoria Street SW1E 5LA	17/03749/TELCOM	16/10250/ADV
2.	Atlas House, Vauxhall Bridge Road SW1E 5LA	17/03751/TELCOM	16/10251/ADV
3.	22 Victoria Street SW1H 0NJ	17/03829/TELCOM	16/10247/ADV
4.	77 Victoria Street SW1H 0HW	17/03830/TELCOM	16/11396/ADV
5.	50-52 Buckingham Palace Road, SW1W 0RN	17/03754/TELCOM	16/11390/ADV
6.	153 Buckingham Palace Road SW1W 9UD	17/03828/TELCOM	16/10245/ADV

7.	National Audit Office 157 To 197 Buckingham Palace Road, SW1W 9SP	17/03811/TELCOM	16/10248/ADV
8.	Noel Coward House, 65 Vauxhall Bridge Road SW1V 2SW	17/03759/TELCOM	16/11408/ADV
9.	39-40 Wilton Road SW1V 1LJ	17/03826/TELCOM	16/11389/ADV
10.	13 Great Newport Street WC2H 0BS	17/03808/TELCOM	16/10242/ADV
11.	105 Charing Cross Road WC2H 0DT	17/03810/TELCOM	16/10244/ADV
12.	102 Brompton Road SW3 1JJ	17/03738/TELCOM	16/10241/ADV
13.	62 Knightsbridge, SW1X 7JF	17/03764/TELCOM	16/11392/ADV

SITE BY SITE ASSESSMENT BY AREA (North to South)

NORTH AREA

Sites on Edgware Road – General comment

Edgware Road is a busy road highly commercial in character with a number of internally illuminated adverts on the adjoining buildings and bus shelters. Parts of the road are in a conservation area but the majority lies outside. There are two K2 telephone kiosks grade II listed located outside Nos. 64 and 138 - both are some distance away from the proposed sites. It is part of the strategic road network and Transport for London are responsible for highways matters.

18-20 Edgware Road

This is inside the Portman Estate Conservation Area, located between junction with Bryanston Street and Marble Arch. On the opposing side there is a grade II listed terrace of stucco buildings with principal facades facing Bayswater Road. Given the commercial context and significant distance from the listed buildings there is a relatively low level of harm to the visual amenity of the area or setting of the listed buildings.

Transport for London require minor change in position;
Marylebone Association object.

27 Edgware Road

This is not in a conservation area and is located between junctions with Connaught Street and Seymour Street. Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

TFL: No objection;
Hyde Park Estate Association: No response to date.

54 Edgware Road

This is not in a conservation area and is located between Upper Berkeley Street and Seymour Street. Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

TfL are in negotiation with the applicant;
Marylebone Association has objected.

57 Edgware Road

This is not in a conservation area and is located between junctions with Connaught Street and Kendal Street. Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

TfL are in negotiation with the applicant;
Hyde Park Estate Association: No response to date.

86-88 Edgware Road

This is not in a conservation area and is located between junctions with George Street and Stourcliffe Street. Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

TfL are in negotiation with the applicant;
Marylebone Association have objected.

97 Edgware Road

This is not in a conservation area and is located between junctions with Kendal Street and Burwood Place. Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

TfL are in negotiation with the applicant.

143 Edgware Road

This is not in a conservation area and is located between the junctions with Sussex Gardens and Burwood Place. Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

TFL: No objection.

194 Edgware Road

This is not in a conservation area and is located between junctions with Crawford Place and Old Marylebone Road. Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

Transport for London do not object.

258 Edgware Road

This is not in a conservation area and is located between junctions with Marylebone Road and Chapel Street. Given the commercial context and adjacent to the Marylebone flyover there is a relatively low level of harm to the visual amenity of the area.

TfL are in negotiation with the applicant to relocate slightly;
St Marylebone Society objects very strongly.

306 Edgware Road

This is not in a conservation area and is located outside Edgware Road Tube Station between junctions with Bell Street and Marylebone Road. The phone is adjacent to a totem advertisement structure against the flyover (planning permission and advertisement consent 09/07862/FULL & 09/07863/ADV were granted at appeal on 27 July 2010; the additional consent on 24.07.2012 12/01880/ADV). Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

Transport for London object and are in negotiation with NWP;
St Marylebone Society objects very strongly.

349 Edgware Road

This is not in a conservation area and is located between junctions with Cuthbert Street and Church Street. Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

TfL are in negotiation with the applicant;
Paddington Waterways Maida Vale Society: Objection.

438 Edgware Road

This is not in a conservation area and is located between junctions with Frampton Street and Boscobel Street. Given the commercial context there is a relatively low level of harm to the visual amenity of the area.

TfL are in negotiation with the applicant;
St Marylebone Society: Very strong objection.

1-3 Craven Road

The site is in a busy and commercial part of the Bayswater Conservation Area; the kiosk is located on a prominent corner junction with Spring Street. There are immediately adjacent listed buildings. The proposed advertisement does cause some harm to the character and appearance of the conservation area and setting of the listed buildings.

South East Bayswater Residents Association: strongly object.

1 London Street

The site is in a busy and commercial part of the Bayswater Conservation Area. There are nearby listed buildings but the properties immediately behind the kiosk on London Street are not listed. The proposed advertisement does cause some harm to the character and appearance of the conservation area, but limited impact on the setting of the listed buildings.

South East Bayswater Residents Association: strongly object

286 Harrow Road

This is not in a conservation area and is located between junctions with Cirencester Street and Bourne Terrace. This part of the road is commercial in character and there would be a relatively low level of harm to the visual amenity of the area.

North Paddington Society: No response to date;
Westbourne Neighbourhood Forum: No response to date.

375 Harrow Road

This is not in a conservation area and is located between junctions with Great Western Road and Fermoy Road. This is a highly commercial street and there would be a relatively low level of harm to the visual amenity of the area.

209 Baker Street

The site is located in the Dorset Square Conservation Area between the junction with Melcombe Street and Marylebone Road. On the opposing side of the street consent was granted for digital adverts as part of a bus shelter. Baker Street is a busy one way street with a commercial character and therefore there is a relatively low level of harm to the visual amenity of the area.

Transport for London are in negotiation with the applicant;
St Marylebone Society: Very strong objection.

CENTRAL AREA**Sites in Oxford Street – General comment**

This is a highly commercial location, with existing advertisements on existing telephone kiosks and bus shelters. However, the kiosks are not in Oxford Street itself, but close to the junctions with streets leading off. The Mayor of London and the GLA, in conjunction with the City Council and other parties, is currently reviewing the future of Oxford Street, including pedestrian and traffic movement and the potential for significant environmental improvements. If consent is granted for the current proposal it is possible that the kiosks will need to be reviewed in the light of the conclusions of this review.

4 Oxford Street - West side of Tottenham Court Road

This location is in the Hanway Street Conservation Area and is adjacent to the Tottenham Court Road façade of the listed building at 14-16 Oxford Street. There is a street trading kiosk immediately to the north. The proposed advertisement does cause some harm to the character and appearance of the conservation area and the settings of the listed building.

120 Oxford Street - West side of Berners Street

This is in the East Marylebone Conservation Area but not adjacent to listed buildings. It causes some harm to the character and appearance of the conservation area but this is not considered to be a highly sensitive location in urban design and conservation terms. There would be a relatively low level of harm to the visual amenity of the area.

240 Oxford Street – West side of John Princes Street

This is outside a conservation area but to the west of the Regent Street Conservation Area and listed buildings in Regent Street to the east. There are BT telephone boxes to the

north. This is not considered to be a highly sensitive location in urban design and conservation terms. There would be a relatively low level of harm to the visual amenity of the area.

The Marylebone Association have objected.

315-319 Oxford Street - Dering Street

This is inside the Mayfair Conservation Area but not adjacent to listed buildings. There is a street trading kiosk immediately to the north, closer to Oxford Street. Some harm would be caused to the character and appearance of the conservation area.

334-348 Oxford Street - Marylebone Lane

This is outside a conservation area. There is a street trading kiosk immediately to the south, closer to Oxford Street. This is not considered to be a highly sensitive location in urban design and conservation terms. There would be a relatively low level of harm to the visual amenity of the area.

376-384 Oxford Street - West side of James Street

This is outside but adjacent to the Stratford Place Conservation Area and not adjacent to listed buildings. This is not considered to be a highly sensitive location in urban design and conservation terms. There would be a relatively low level of harm to the visual amenity of the area.

The Marylebone Association have objected.

451 Oxford Street - North Audley Street

This is inside the Mayfair Conservation Area but not adjacent to listed buildings, although Selfridges (grade 2) is to the north. There is a BT telephone box immediately to the south. Some harm would be caused to the character and appearance of the conservation area.

508-520, Oxford Street - Portman Street

This is inside the Portman Estate Conservation Area but not adjacent to listed buildings. There are two BT telephone boxes immediately to the north. There would be a relatively low level of harm to the visual amenity of the area.

The Marylebone Association have objected.

6-10 Great Portland Street

This is in the East Marylebone Conservation Area. The return facade of the grade 2 listed 204 Oxford Street lies on the opposite side of the street. It is a commercial area and there would be a relatively low level of harm to the visual amenity of the area.

The Marylebone Association have objected.

10 Great Marlborough Street

This is outside but adjacent to the Soho Conservation Area. To the south is the grade 2 listed 48 Great Marlborough Street. There would be a relatively low level of harm to the visual amenity of the area.

The Soho Society has objected.

Wingate House, 93 - 107 Shaftesbury Avenue

This is outside but adjacent to the Soho Conservation Area. The grade 2 star listed Palace Theatre is to the east. There would be a relatively low level of harm to the visual amenity of the area.

The Soho Society has objected.

SOUTH AREA**Atlas House 173 Victoria Street**

This site is outside an unlisted building within the Westminster Cathedral Conservation Area. The area is commercial in character and there are a number of internally illuminated adverts on the adjoining buildings. There would be a relatively low level of harm to the visual amenity of the area.

Victoria BID objects.

Westminster Society does not object.

Transport for London does not object.

Atlas House 173 Victoria Street (on Vauxhall Bridge Road)

This site is outside an unlisted building within the Westminster Cathedral Conservation Area. The area is commercial in character and there are a number of internally illuminated adverts on the adjoining buildings. There would be a relatively low level of harm to the visual amenity of the area.

Victoria BID objects.

Westminster Society does not object.

Transport for London negotiating location with NWP.

22 Victoria Street

This site is not within the setting of a listed building and is not within a conservation area. It is located near bus shelters where the City Council approved internally illuminated adverts. There would be a relatively low level of harm to the visual amenity of the area.

Westminster Society does not object.

77 Victoria Street

This site is within the Broadway and Christchurch Gardens Conservation Area. However, this is a commercial area. There would be a relatively low level of harm to the visual amenity of the area.

Victoria BID objects.

The Thorney Island Society objects.

50-52 Buckingham Palace Road

This site is within the setting of a Grade II listed terrace and within the Grosvenor Gardens Conservation Area. However, it is across the road from the Nova development, and in the context of a number of internally illuminated advertisements for commercial premises

within that development and internally illuminated advertisements in bus shelters. There would be a relatively low level of harm to the visual amenity of the area.

Victoria BID objects.

123-151 Buckingham Palace Road

This site is across from a Grade II listed terrace and is just outside the Belgravia Conservation Area. (The boundary runs down the centreline of Buckingham Palace Road). It is near the bus shelter outside 123-151 Buckingham Palace Road, which has two illuminated poster panels (00/05771/ADV). There would be a relatively low level of harm to the visual amenity of the area.

Victoria BID objects.

Westminster Society does not object.

National Audit Office, 157 - 197 Buckingham Palace Road

This site is outside a Grade II listed building; however, the City Council approved internally illuminated bus shelter adverts here due to the character of Buckingham Palace Road. In this context there would be a relatively low level of harm to the visual amenity of the area.

Victoria BID objects.

Westminster Society does not object.

Noel Coward House, 65 Vauxhall Bridge Road

This site is within the Lillington and Longmore Gardens Conservation Area in an area not characterised by commercial activity. Some harm is caused to the amenity of this residential area.

Westminster Society does not object.

39-40 Wilton Road

This site is not within the setting of any listed buildings, not within a conservation area and the properties adjacent have internally illuminated advertisements. There would be a relatively low level of harm to the visual amenity of the area.

Victoria BID objects. Westminster Society does not object.

13 Great Newport Street

There is an existing payphone site in this location within the Covent Garden Conservation Area (96/00944/TELCOM) just outside the Chinatown Conservation Area (which runs down the centreline of Charing Cross Road). The site is not adjacent any listed buildings. The area is characterised by commercial properties. The adverts are considered to detract from views within the Covent Garden Conservation Area and cause harm to its visual amenity, character and appearance.

Covent Garden Community Association (CGCA) would prefer to see the telephone kiosk removed, they do not object to the replacement kiosk, provided it is regularly maintained, including cleaned.

103 Charing Cross Road

There is an existing payphone site in this location within Soho Conservation Area (98/02724/TELCOM). There are no existing third party advertisements on the existing phone boxes. Illuminated advertisements were recently approved in the bus shelter near to this location (RN: 16/01118/ADV), as they were considered acceptable in this commercial context. There would be a relatively low level of harm to the visual amenity of the area.

The Soho Society objects.

102 Brompton Road

This site is outside an unlisted building and is outside the Knightsbridge Conservation Area. This section of Brompton Road is highly commercial and has a number of internally illuminated adverts. There would be a relatively low level of harm to the visual amenity of the area.

The Knightsbridge Association and Knightsbridge Neighbourhood Forum object. Transport for London are negotiating with NWP to see if a better location is possible.

62-64 Knightsbridge

This site is adjacent to Hyde Park Corner and within the Albert Gate Conservation Area. The phone box would be located on a highly commercial street and the proposed advertisements are similar in size and method of illumination to advertisements previously approved in adjacent bus shelters. There would be a relatively low level of harm to the visual amenity of the area.

Knightsbridge Neighbourhood Forum object. The Knightsbridge Association do not object.

9. CONCLUSIONS

The benefit of the proposed package is the reduction in street clutter through the removal of all the modern kiosks. This has to be weighed against the harm to amenity caused by the advertising panels of the new kiosks.

Most of the proposed locations for these kiosks are in commercial areas. In many cases there would be a relatively low level of harm to the visual amenity of the area. However, in some cases there is a harmful impact on conservation areas and/or the settings of listed buildings which causes some harm to these heritage assets.

Given these conflicts, the Sub-Committee is asked to consider whether the proposals are acceptable.

10. BACKGROUND PAPERS

1. Application forms
2. Draft legal agreement (unilateral undertaking)
3. Emails from Crossrail dated 3 April 2017 and 3 May 2017
4. Emails from Highways Planning dated 8, 9, 10, 11, 15, 16, 23, and 31 May 2017 and 1 June 2017
5. Email from Marylebone Association dated 29 March 2017
6. Emails from New West End Company dated 24 April 2017
7. Emails from Paddington Waterways and Maida Vale Society dated 10 April 2017 and 15 May 2017
8. Emails from Resident, 26 Wendover Court, Chiltern Street, London dated
9. Emails from Soho Society dated 14 April 2017
10. Emails from South East Bayswater Residents Association dated 31 March 2017
11. Emails from St Marylebone Society dated 11 April 2017 and 30 May 2017
12. Email from Transport for London dated 1 June 2017
13. Emails from Thorney Island Society dated 12 April 2017 and 15 May 2017
14. Letter from Victoria BID dated 31 May 2017
15. Emails from Knightsbridge Association dated 13 April 2017 and 9 May 2017
16. Emails from Knightsbridge Neighbourhood Forum dated 1 April 2017
17. Emails from Westminster Society dated 4 April 2017 and 9 May 2017
18. Emails from Covent Garden Community Association dated 24 May 2017
19. Email from NWP / Clear Channel dated 1 June 2017

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

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT PLEASE CONTACT THE PRESENTING OFFICER: PAUL QUAYLE BY EMAIL AT pquayle@westminster.gov.uk

11. KEY DRAWINGS

Existing

Proposed

Before



After



Before



After



NEW WORLD PAYPHONES

Front View

Rear View

Courtesy Light

Wayfinder - up to 24"

Telephone Equipment

Advertising Display

