Skapoullis Jon

From: Planning Support
Subject: FW: Comment Received from Public Access

Application Reference No. : HGY/2016/2843
Site Address: Phone Kiosk O/S 838 High Road London N17 0EY
Comments by: JJ Best
From:

Phone:
Email:
Submission: Objection
Comments: I submit this objection behalf of Tottenham Conservation Area Advisory Committee (TCAAC)

One can acknowledge that, to a certain extent, the proposed new kiosk ¿¿ will be an improvement on the old version¿. However, the TCAAC does not agree at all that the proposed digital advertising screen will ¿smarten¿ the kiosk¿s image. Such a screen will do exactly the opposite and detract from the street scape by adding unnecessary, visual clutter to the Tottenham Historic High Rd setting at a time when efforts are afoot to improve it. We do not need to remind the Planning Authority that it¿s own policy documents seek to use the character of the Historic Corridor setting to aid regeneration (AAP5).

The TCAAC objects to the inclusion of any digital advertising screen as this location. Not only is the kiosk located within the North Tottenham conservation area, but it is also located within the boundaries of the Townscape Heritage Initiative sub-area that is undergoing important conservation interventions to improve heritage aspects of the street scape.

The applicant has failed to acknowledge any of this!

The TCAAC refers the Planning Authority to the Conservation Area Management Plan for the North Tottenham THI adopted by Haringey Council on 19th Dec 2014 in which the planning guidance is quite specific. Section 3.4 states that ¿Outdoor advertisements are detrimental to the character of the THI sub area and should not be permitted.¿ It also mentions other strategies using terms such as ¿stop the rot¿. These are quite clear and severe words!

We further refer to The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to which the applicant refers in its supporting information statement. These regulations (see extract below) are quite specific concerning telephone kiosks located in conservation areas, in stating that ads should not be displayed and that illumination is not permitted. A digital screen will be for advertising and would be illuminated!

Ideally the kiosk should be removed to reduce street clutter to a minimum. If there is some ¿social basis¿ for maintaining it, then it should be on the condition that there is NO DIGITAL ADVERTISING DISPLAY and that the design enhance the heritage setting.

Extract:

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ¿Class 16 - Advertisements on telephone kiosks
Description

16. An advertisement displayed on the glazed surface of a telephone kiosk, other than a kiosk of type K2 (1927) or K6 (1935) designed by Giles Gilbert Scott.
Conditions and Limitations
16. ¿

(1) No advertisement may be displayed in an Area of Outstanding Natural Beauty, a conservation area, a National Park, the Broads or an area of special control.

(2) Illumination is not permitted.

(3) Subject to paragraph (4), with the exception of the name of the electronic communications code operator, its trading name or symbol, no advertisement may be displayed on more than one face of the kiosk.

(4) Where three or more kiosks are sited in a row or group, the display of an advertisement on any face of one kiosk shall preclude the display of an advertisement on the face of any adjacent kiosk.¿