



24<sup>th</sup> March 2017

**Applications:**        **2017/1287 (127a Lavender Hill)**  
                              **2017/1068 (230 - 236 Lavender Hill)**  
                              **2017/1069 (281 Lavender Hill)**  
                              **2017/1070 (296 - 297 Lavender Hill)**  
                              **2017/1071 (276 - 288 Lavender Hill)**

Dear Sir or Madam,

I am writing on behalf of the *Lavender Hill for Me* residents group to express our concern about, and objection to, the above proposals (which are seeking determination of whether prior approval is needed) and the applications subsequently listed for Lavender Hill.

This is yet another clear attempt to install another series of advertising hoardings, masquerading as telephone kiosks in an attempt to avoid planning constraints. If this is approved, you can expect dozens of these along the main shopping and residential streets across the Borough.

This has seen some reporting in the media recently, as the same company has proposed to install no fewer than eighteen similar payphones along the length of Oxford Street – you may wish to see the BBC article of 14<sup>th</sup> March titled “*Westminster council opposed to 'advertising junk' phone boxes*” ([www.bbc.co.uk/news/uk-england-london-39264507](http://www.bbc.co.uk/news/uk-england-london-39264507)) and we would strongly suggest making contact with their planning officers (Daniel Astaire, cabinet member for planning and public realm, is quoted in the article).

Ultimately a planning authority should have the ability to determine where these are placed and how large they are, otherwise the sky's the limit with these, with rival companies flooding busy streets with them, placing adverts directly in front of those of rivals.

We suggest the following be explored as reasonable criteria:

- ☐ **Vehicle safety.** The proposed locations for these payphone are on corners and congested areas of pavement where they will create reduce visibility for both pedestrians and vehicles.
- ☐ **Pedestrian safety.** The proposed locations, by creating as ‘stonehenge’ effect of phone box after phone box, will reduce sight lines and create increased opportunities for street crime and significantly restrict CCTV visibility along the stretches of the pavement.

- **Accessibility.** Several of these very wide advertising hoardings are proposed to be installed on pavements where they will restrict wheelchair access – bearing in mind that the even though pavements can appear wide, significant inner strips of land nearest the buildings along much of Lavender Hill are in fact privately owned and could be fenced off at any time at the owner’s discretion.
- **Need.** There are already many payphones on Lavender Hill, despite use average use of these continuing to fall with the proliferation of mobile phones.
- **Streetscape appeal –** Large hoardings are out of scale with the preserved Victorian frontages and will be highly incongruous. Application 2017/1287 is also out of keeping with the Grade II\* listed Church of the Ascension, indeed the main viewpoint of this building is from precisely where this kiosk is proposed to go. Several of the applications are in the Clapham Junction conservation area. The proposers have made no attempt to consider the heritage impact.
- **Payment.** It’s worth also noting that this is being located on the public highway, and Wandsworth should consider securing an appropriate rent for the installation.

There is precedent here. It is worth noting that several previous planning applications for similar clutter have been rejected, for example **2012/2598** (just 50 metres from this proposed location – the current application is even more dangerous being right on the corner), and in particular **2007/1633** and **2003/0701** at a single site on the Latchmere Road. The latter was taken to appeal and the appeal was dismissed (on complex grounds, but including consideration of highway safety, clutter, locational incongruity, potential for conflict between pedestrians and traffic).

Separately – can we suggest enforcement action be taken in reference to separate application **2012/2598** – where the kiosk has been built despite planning permission being refused and not appealed.

David Curran  
*On behalf of Lavender Hill for Me*