



Appeal Decisions

Site visit made on 28 September 2023

by Lynne Evans BA MA MRTPI MRICS

an Inspector appointed by the Secretary of State

Decision date: 13 October 2023

Appeal A Ref: APP/Y5420/W/22/3311407

Footpath adjacent 639 High Road, Tottenham, N17 0AB

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
 - The appeal is made by British Telecommunication PLC against the decision of the Council of the London Borough of Haringey.
 - The application Ref: HGY/2021/1861 dated 4 May 2021, was refused by notice dated 23 September 2022.
 - The development proposed is removal of existing BT phone box and installation of a proposed replacement BT street hub and associated display of advertisement to both sides of the unit.
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Appeal B Ref: APP/Y5420/H/22/3311410

Footpath adjacent 639 High Road, Tottenham, N17 0AB

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by British Telecommunications PLC against the decision of the Council of the London Borough of Haringey
 - The application Ref: HGY/2021/1856 dated 30 April 2021, was refused by notice dated 23 September 2022.
 - The development proposed is two digital 75 inch LCD display screen, one on each side of the amended InLink Unit.
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Appeal C Ref: APP/Y5420/W/22/3311428

Outside 468-470 High Road London N17 9JD

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
 - The appeal is made by British Telecommunication PLC against the decision of the Council of the London Borough of Haringey.
 - The application Ref: HGY/2021/1863 dated 4 May 2021, was refused by notice dated 23 September 2022.
 - The development proposed is removal of existing BT phone box and installation of a proposed replacement BT street hub and associated display of advertisement to both sides of the unit.
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Appeal D Ref: APP/Y5420/H/22/3311430
Outside 468- 470 High Road London N17 9JD

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by British Telecom PLC against the decision of the Council of the London Borough of Haringey.
 - The application Ref: HGY/2021/1858 dated 30 April 2021, was refused by notice dated 23 September 2022.
 - The development proposed is two digital 75 inch LCD display screen, one on each side of the amended InLink Unit.
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Appeal E Ref: APP/Y5420/W/22/3311422
Outside Seven Sisters Market Hall, High Road, London N15 5BT

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
 - The appeal is made by British Telecommunication PLC against the decision of the Council of the London Borough of Haringey.
 - The application Ref: HGY/2021/1862 dated 4 May 2021, was refused by notice dated 23 September 2022.
 - The development proposed is removal of existing BT phone box and installation of a proposed replacement BT street hub and associated display of advertisement to both sides of the unit.
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Appeal F Ref: APP/Y5420/H/22/3311424
Outside Seven Sisters Market Hall, High Road, London N15 5BT

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by British Telecom PLC against the decision of the Council of the London Borough of Haringey
 - The application Ref: HGY/2021/1857 dated 30 April 2021, was refused by notice dated 23 September 2022.
 - The development proposed is two digital 75 inch LCD display screen, one on each side of the amended InLink Unit.
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Decisions

Appeal A Ref: APP/Y5420/W/22/3311407

1. The appeal is allowed and planning permission is granted for removal of existing BT phone box and installation of a proposed replacement BT street hub and associated display of advertisement to both sides of the unit at Footpath adjacent 639 High Road, Tottenham, N17 0AB in accordance with the terms of the application, Ref: HGY/2021/1861 dated 4 May 2021, subject to the following conditions set out in the attached schedule.

Appeal B Ref: APP/Y5420/H/22/3311410

2. The appeal is allowed and express consent is granted for the display of two digital screens on either side of a BT street hub as applied for and in accordance with the terms of application Ref: HGY/2021/1856 dated 30 April 2021. The consent is for five years from the date of this decision and is subject

to the five standard conditions set out in the Regulations and the additional conditions set out in the Schedule attached to this Decision.

Appeal C Ref: APP/Y5420/W/22/3311428

3. The appeal is allowed and planning permission is granted for removal of existing BT phone box and installation of a proposed replacement BT street hub and associated display of advertisement to both sides of the unit at Outside 468-470 High Road London N17 9JD in accordance with the terms of the application, Ref: HGY/2021/1863 dated 4 May 2021, subject to the following conditions set out in the attached schedule.

Appeal D Ref: APP/Y5420/H/22/3311430

4. The appeal is allowed and express consent is granted for the display of two digital screens on either side of a BT street hub as applied for and in accordance with the terms of application Ref: HGY/2021/1858 dated 30 April 2021. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the additional conditions set out in the Schedule attached to this Decision.

Appeal E Ref: APP/Y5420/W/22/3311422

5. The appeal is allowed and planning permission is granted for removal of existing BT phone box and installation of a proposed replacement BT street hub and associated display of advertisement to both sides of the unit at Outside Seven Sisters Market Hall, High Road, London N15 5BT in accordance with the terms of the application, Ref: HGY/2021/1862 dated 4 May 2021, subject to the following conditions set out in the attached schedule.

Appeal F Ref: APP/Y5420/H/22/3311424

6. The appeal is allowed and express consent is granted for the display of two digital screens on either side of a BT street hub as applied for and in accordance with the terms of application Ref: HGY/2021/1857 dated 30 April 2021. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the additional conditions set out in the Schedule attached to this Decision.

Preliminary Matters

7. Appeals A, C and E relates to the refusal of planning permission for the proposed hubs. Appeals B, D and F are in respect of refusal of advertisement consent for the digital signage which would be an integral part of the proposed hubs sought under Appeal A, C and E. In respect of each pair of appeals, I have considered both on their individual merits. However, to avoid repetition, I have dealt with the relevant issues concurrently.
8. In respect of Appeals B, D and F, Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) and the National Planning Policy Framework (the Framework) make it clear that advertisements are subject to control only in the interests of

amenity and public safety. While not decisive, I have taken relevant policies into account as a material consideration.

9. The Framework was updated in September 2023 but only in so far as it includes updated policy on planning for onshore wind development in England. It is not therefore necessary to reconsult the Appellant and the Council in respect of these appeals.
10. In their decision letters the Council added more specific information to the site addresses, which I think is more helpful than relying on the very generalised information provided by the Appellant, which primarily relied on references to postcodes. In respect of Appeals A and B, I have therefore added to the address that it relates to the footway adjacent 639 High Road. In respect of Appeals C and D, the Appellant referred to outside Lloyds Pharmacy, but at the time of my site visit that pharmacy was no longer there. The Council referred to outside Nos 470-472 whereas the submitted plans refer to Nos 468-470 High Road, which I consider is more accurate. I have added Outside Seven Sisters Market Hall to the addresses for Appeals E and F. All the proposals are accompanied by plans and layout showing the detailed siting of the proposed replacement hubs.

Main Issues

11. I consider that the main issues in respect of each of the appeals (Appeals A- F) are:
 - a) the effect of the proposals on the character and appearance and visual amenity of the area, including proposed lighting, and
 - b) the effect of the proposal on public safety.

Reasons

Background

12. The appeals all relate to three freestanding hubs with integral advert displays which would replace an existing phone box in the eastern part of Haringey District. In the case of Appeal C and D, the proposed street hub would replace two adjoining phone boxes.
13. The hubs would all be of the same design, with a width of 1236mm and depth of 350mm and overall height of 2960mm, with two digital 75 inch LCD display screen, one on each side, together with a call facility on one of the narrow faces. Each proposal would provide a range of services, including, amongst others, ultrafast wifi, device charging, public messaging facilities, free public and emergency calls, and local wayfinding. It would be powered by renewable energy, would generate minimal waste and would include features to prevent crime and antisocial behaviour. It would provide a platform for other technologies such as environmental conditions and key data and could support businesses and the vitality of the area, as well as provide free advertising for the Council.
14. Section 72(1) and of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires, when determining proposals in conservation areas, that special attention shall be paid to the desirability of preserving or enhancing the

character or appearance of that area. Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires me with respect to a listed building or its setting, to pay special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Appeals A and B

Issue a) Character and Appearance

15. The location of the existing phone box is and the proposed replacement hub would be on the footway on the western side of High Road (A1010), broadly opposite the junction with Hampden Lane on the eastern side of the road. This is a busy urban street scene with a variety of buildings and uses on both sides of the road, with a mix of retail and commercial uses at ground floor and commercial or residential uses on the upper floors. Buildings range from 2 storeys upwards, but the heights vary considerably reflecting the age and function of the building. Facing north, the eye is drawn to the football stadium seen in longer distance views.
16. The site is situated within the North Tottenham Conservation Area. This is a very linear Conservation Area focussed on the High Road, and the variety of buildings reflects the historic development of the local area along this key and historic route and contributes to its significance. There is a Grade II listed building to the south of the existing phone box and the site of proposed replacement hub on the same side of the road, identified in the listing description as 639 High Road. It dates from the early 20th century and is in neo-Jacobean style with octagonal turrets at either end as well as decorated gables at roof level between. To the north of the existing kiosk and proposed replacement hub there is a line of projecting shop units shops with residential above collectively known as the Criterion Buildings (641-683 High Road which are locally listed. The buildings closest to the appeal site are two storeys and appear to date from a later period than the terrace of three storey properties further to the north.
17. In the immediate street scene and directly behind the existing phone box and proposed replacement hub, the eye is drawn to the elevated painted structure which surrounds a street tree directly adjacent the existing unit. This is a dominant feature between the listed building at No 639 and locally listed terrace to the north.
18. Although it would be taller and slightly wider than the phone box it would replace, the proposed hub would be slender in profile and would remain a modest addition to the busy High Road, in the context both of the width of the road as well as the scale of surrounding buildings. With the modest scale and form of the proposed hub and the urban environment in which it would be situated, I do not agree with the Council's concern that it would be a visually incongruous in the street scene or Conservation Area.
19. It would also be sited to the north of the listed building at 639 High Road and to the south of the locally listed terrace. Given, its modest scale I do not agree with the Council's concerns that it would visually compete or harmfully intrude into their urban setting. The elevated structure surrounding the street tree

would remain the more visually dominant feature between the listed building and locally listed terrace.

20. In respect of the levels of illumination which particularly relates to Appeal B, the proposal indicates that both screens would automatically dim at night to 600 cdm-2. The light level would fall within the recommendations set out under the Institute of Lighting Professionals - Professional Lighting Guide No.5 2015: *The Brightness of Illuminated Advertisements*. Furthermore, the illuminated adverts would be seen in the context of a street scene which is generally well lit, including from street lighting, commercial premises as well as advertisements associated with existing bus shelters.
21. I am therefore satisfied that the proposal in respect of both Appeals A and B would respect the character, appearance and visual amenity of the locality and the significance of the North Tottenham Conservation Area; it would preserve its character and appearance. It would also not harm but preserve the setting of the listed and locally listed buildings in the vicinity at No 639 High Road and 641-683 High Road. It would accord with Policies D3, D8 and HC1 of the London Plan, Policies SP11 and SP12 of Haringey's Local Plan Strategic Policies (Local Plan) and Policies DM1, DM3 and DM9 of the Development Management DPD (DM DPD), as well as the National Planning Policy Framework, and in particular Sections 12 and 16, all of which amongst other matters seek high quality development which respects the local context as well as the significance of designated heritage assets.

Issue b) Public Safety

22. The proposed replacement hub would be sited on a footway of generous width. Being sited close to the kerb line and even taking into account the steps around the existing tree enclosed by the elevated structure around the street tree, the proposal would leave a good proportion of the footway available for unencumbered use by pedestrians. I am therefore satisfied that the proposed hub, which would occupy a similar footprint to the existing phone box, would not present an undue obstruction or hazard to pedestrians.
23. In terms of highway safety, this is a busy highway with two marked lanes, one of which is a bus lane in either direction. There is a reference to records of accidents in recent years at the junction of Hampden Lane and High Road, but there is no information or evidence before me in this regard, to amplify the concerns of the Council.
24. For road users on the main road, the proposed hub with its adverts would be sited well away from the nearest junctions to the north and to the south. For road users seeking to turn onto the main road off Hampden Lane, they would be facing the narrow side of the proposed hub rather than the two sides containing the advertisement panels. While I have taken into account the concerns raised by the Transportation Officer, in the context of this very urban location, I see no reason why the proposed hub and in particular the proposed adverts should be a distraction that would result in a danger to public safety sufficient to justify a refusal of permission and consent. Although each proposal must be considered on its individual merits, there is no information or evidence before me to support the concerns of the Transport Officers.

25. I therefore conclude, that given its proposed siting and subject to conditions to control the form of the proposed advertisements as well as luminance, there would be no material harm to public safety including vehicle users, pedestrians and cyclists. There would be no conflict with Policy T4 of the London Plan, Policy SP7 of the Local Plan and Policy DM3 of the DM DPD in this regard.

Appeals C and D

Issue a) Character and Appearance

26. The appeal site is on the footway on the east side of High Road, with shops on either side of the road forming part of the Bruce Grove District Centre. This is a busy urban street scene, with two and three storey development on either side of the road with a wide range of retail and commercial uses at ground floor and a mix of uses at upper floors, including residential. The footway in the vicinity of the appeal site is particularly generous as the buildings are set back from the main building line. There are two existing phone boxes side by side which would be replaced with the one proposed hub.
27. The site is within the Bruce Grove Conservation Area. This is a linear Conservation Area focussed on the section of High Road relating to the late Victorian development of the commercial centre following the opening of Bruce Grove station. The significance of the Conservation Area relates to the remaining late Victorian commercial townscape as still evident today, although there has been more modern infill development some of which has been less sympathetic to the character and appearance of the Conservation Area. Indeed, although the footway where the proposed hub would be sited falls within the Conservation Area, the more modern and replacement twentieth century buildings on this part of the east side of the street have been excluded as not being considered appropriate in character and appearance for inclusion.
28. As the proposed hub would replace two phone boxes the footprint taken up by the structure would be materially reduced albeit that it would be slightly deeper and taller and more solid in appearance with the addition of advertisement panels on both sides. However, given the generous width of the pavement and the scale and form of the surrounding buildings, I consider that the proposal would be readily assimilated into the varied street scene and would not detract from the character and appearance of the Conservation Area.
29. In respect of the levels of illumination which particularly relates to Appeal D, the proposal indicates that both screens would automatically dim at night to 600 cdm⁻². The light level would fall within the recommendations set out under the Institute of Lighting Professionals - Professional Lighting Guide No.5 2015: *The Brightness of Illuminated Advertisements*. Furthermore, the illuminated adverts would be seen in the context of a street scene which is generally well lit, including from street lighting, commercial premises as well advertisements associated with existing bus shelters.

30. Given its scale in relation to the surrounding streetscape, the proposed hub would not erode the varied commercial townscape which is a characteristic feature of the Conservation Area. It is also sited well away from individual buildings of which reflect the historic development of Bruce Grove, and so would not detract from the local townscape and built form.
31. I am therefore satisfied that the proposal in respect of both Appeals C and D would respect the character, appearance and visual amenity of the locality and the significance of the Bruce Grove Conservation Area; it would preserve its character and appearance. It would accord with Policies D3, D8 and HC1 of the London Plan, Policies SP11 and SP12 of Haringey's Local Plan Strategic Policies (Local Plan) and Policies DM1, DM3 and DM9 of the Development Management DPD (DM DPD), as well as the National Planning Policy Framework, and in particular Sections 12 and 16, all of which amongst other matters seek high quality development which respects and responds positively to the local context as well as the significance of designated heritage assets.

Issue b) Public Safety

32. I agree with the Council that the proposed hub would occupy a smaller area of the footway than the existing phone boxes. In addition, it would be sited on a very generous expanse of footway. Taking these factors together, I do not consider that there would be a reduction in pedestrian permeability as a result of the proposal. I am therefore satisfied that the proposed hub would not present an undue obstruction or hazard to pedestrians.
33. The Council and Transport for London have raised a concern that the proposal would be close to a pedestrian crossing and could be a hazard to for drivers. While I have taken into account these concerns, the pedestrian crossing is itself signalised. In the context of this very busy location, where adverts are seen particularly associated with bus stops, I see no reason why the proposed hub and in particular the proposed adverts should be a distraction that would result in a danger to public safety sufficient to justify a refusal of permission and consent. Although each proposal must be considered on its individual merits, there is no information or evidence before me to support the concerns of the Transport Officers.
34. I am therefore satisfied, that given its proposed siting and subject to conditions to control the form of the proposed advertisements as well as luminance, there would be no material harm to public safety including vehicles, pedestrians and cyclists. There would be no conflict with Policy T4 of the London Plan, Policy SP7 of the Local Plan and Policy DM3 of the DM DPD in this regard.

Appeals E and F

Issue a) Character and Appearance

35. The appeal site is on the footway on the west side of the A10 (High Road) between the junctions of the Seven Sisters Road and the A10 to the south and West Green Road/ Broad Lane to the north. It is on a very wide area of footway which closest to the kerb side, includes two entrances to the Underground with bike racks and the existing phone box between. There is then a designated cycleway and beyond a generous area of pedestrian footway. The buildings to the rear of the footways, were at the time of my site visit under scaffold

although the ground floor retail units remained open and operating. The appeal site lies within the Seven Sisters/Page Green Conservation Area.

36. The Conservation Area extends either side of the High Road and along Broad Lane. There is a sense of spaciousness which contributes to the significance of the Conservation Area with the buildings generally set well back from the road. There are some more prominent buildings particularly on the street corners and the built urban landscape is softened with street trees and the open space along Broad Lane. The very tall new build scheme to the south of the junction of High Road dominates views within the local townscape, particularly looking southwards.
37. The proposed street hub would replace the existing kiosk in almost the same location. Although the footprint would be reduced, it would be a taller and more solid structure than the existing kiosk, with the addition of illuminated advertisements on both the north and south facing sides.
38. The street scene is of very generous proportions with the multi-laned highway and very wide pavements on both sides, bordered by two and mainly three storey development. In that context, the scale of the hub and display would be moderated by the space about it. Although it would be viewed as a notable feature, as it is intended to be, it would respect the human scale of the streetscape and would not be unduly prominent or obtrusive within it.
39. It would also be sited in line with existing street furniture between the two underground entrances and the row of bike stands between and so would not be an obtrusive feature within the unencumbered part of the pavement. Although it would be more visible than the existing kiosk, because of its height and form, given the surrounding townscape, I consider that it would be readily assimilated into the urban landscape, and would not be visually intrusive. The Council has raised concerns that this part of the footway has a cluttered appearance due to the bike racks and low walls and railings associated with the Underground entrance, but given the scale of the footway and the spaciousness of the urban street scene, I do not consider that the proposed hub in place of the existing kiosk would result in a cluttered appearance. This is a very busy but spacious street scene and for those reasons, I am satisfied that the proposed hub would not be an over prominent addition.
40. In respect of the levels of illumination which particularly relates to Appeal F, the proposal indicates that both screens would automatically dim at night to 600 cdm-2. The light level would fall within the recommendations set out under the Institute of Lighting Professionals - Professional Lighting Guide No.5 2015: *The Brightness of Illuminated Advertisements*. Furthermore, the illuminated adverts would be seen in the context of a street scene which is generally well lit, including from street lighting, commercial premises as well as advertisements associated with existing bus shelters.
41. Given its scale in relation to the surrounding streetscape, the proposed hub would respect and would not erode the spaciousness which is a characteristic feature of the Conservation Area. It is also sited well away from individual buildings and so would not detract from the local townscape and built form.

42. I am therefore satisfied that the proposal in respect of both Appeals E and F would respect the character, appearance and visual amenity of the locality and the significance of the Seven Sisters / Page Green Conservation Area; it would preserve its character and appearance. It would accord with Policies D3, D8 and HC1 of the London Plan, Policies SP11 and SP12 of Haringey's Local Plan Strategic Policies (Local Plan) and Policies DM1, DM3 and DM9 of the Development Management DPD (DM DPD), as well as the National Planning Policy Framework, and in particular Sections 12 and 16, all of which amongst other matters seek high quality development which respects the local context as well as the significance of designated heritage assets.

Issue b) Public Safety

43. This is a busy footway within a town centre location and close to entrances and exits from the Underground. However, the proposed siting would be in the same place as the existing kiosk and would be within that part of the footway which is already restricted from general movement because of the cycle parking and the Underground entrances. Furthermore, it would not intrude within the marked cycleway or the wide area of footway beyond, and so I am satisfied that pedestrian and cycle movements and pedestrian and cyclist safety would not be compromised or adversely affected as a result of the proposal. I do not therefore consider that it would be an impediment to pedestrian movement.
44. With regard to highway safety, High Road is a busy thoroughfare, with a bus lane / marked bus stop closest to the kerb side and two lanes of traffic on each side. The proposed hub would be well away from the signalised junctions to the north and south. As a result of the proposed siting, the proposed hub would not obstruct views for road users.
45. While I have taken into account the concerns raised by the Transportation Officer and Transport for London (TfL), in the context of this very busy location, I see no reason why the proposed hub and in particular the proposed adverts should be a distraction that would result in a danger to public safety sufficient to justify a refusal of permission and consent. Although each proposal must be considered on its individual merits, there is no information or evidence before me to support the concerns of the Transport Officers.
46. I am therefore satisfied, that given its proposed siting and subject to conditions to control the form of the proposed advertisements as well as luminance, there would be no material harm to public safety including vehicles, pedestrians and cyclists. There would be no conflict with Policy T4 of the London Plan, Policy SP7 of the Local Plan and Policy DM3 of the DM DPD in this regard.

Other Considerations

Appeals A – F inclusive.

47. TfL has referred to a 4 for 1 principle in respect of Appeals E and F. This is not explained in detail but suggests the removal of more phone boxes in respect of the replacement hub, rather than the one proposed. Whilst I can understand the preference for more of the 'old' boxes to be removed, my consideration must be based on the proposal before me.

48. In respect of each proposal, the Tottenham Conservation Area Advisory Committee has raised concerns regarding increased crime arising from the proposal. However, the Appellant has submitted an Anti-Social Behaviour Management Plan with each proposal which can be controlled by condition. The Designing Out Crime Officer raised no objection subject to the imposition of a condition regarding the management of the hub. This is addressed below.
49. The Tottenham Conservation Area Advisory Committee has also referred to *brightly flashing advertisements*. However, illuminance levels and the frequency of the advertisements changing as well as a control over moving images would be the subject of conditions, together with illumination levels particularly during hours of darkness.

Conditions

Appeals A – F inclusive

50. The Council has not proposed any conditions in respect of any of the appeals. The Appellant has indicated that matters pertaining to the advertisement appeal with regard to speed of change between adverts and illumination can be controlled through appropriate conditions and has itself promoted a number of conditions.
51. In respect of the planning permission for the replacement hub, and in addition to the standard condition limiting the lifespan of the planning permission, I have imposed a condition specifying the relevant drawings as this provides certainty. I have noted that the plan with dimensions and showing the concept proposals is generic, but this is the only plan submitted showing the detailed elevations and in the absence of any more specific information relating to each of the proposals, I have necessarily included it in the approved plans.
52. The Appellant has produced a Street Hub Anti-Social Behaviour Management Plan. However, and as identified in the Plan, this is generic and I consider that a condition should be imposed to require a bespoke Plan to be prepared for each of the proposed hubs to ensure that the anti-social behaviour management measures are as effective as possible, taking into account individual circumstances and locations, in the interests of public safety.
53. The proposed removal of the existing phone box in the cases of Appeals A and B and E and F would be required in order to install the new hub and I do not therefore consider that this need be the subject of a further condition. In the case of Appeals C and D, the proposed hub would replace two phone boxes and for the avoidance of doubt I consider that a condition should be imposed on Appeal C which grants permission for the hub, to require the complete removal of the existing boxes, and reinstatement of the pavement before the replacement hub is brought into operation to safeguard the street scene and the character and appearance of the Conservation Area.
54. The advertisement consent would be subject to the 5 standard conditions, as set out in the Regulations. In addition, in the interests of visual amenity and public safety, restrictions as to the nature and brightness of displayed images, their duration and transition are necessary.

55. Although these conditions have not been seen by the Appellant, I am satisfied that they broadly follow those proposed by the Appellant and that no party would be prejudiced by their imposition.

Conclusion

56. For the reasons given above and having regard to all other matters raised, I conclude that Appeals A and B, C and D, and E and F should be allowed.

L J Evans

INSPECTOR

Schedule of Conditions

Conditions in relation to Appeal A: Ref: APP/Y5420/W/22/3311407

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.
2. The development hereby permitted shall be carried out in accordance with the following approved plans: INLINK PROJECT HRG-205 Rev A; HRG – 205 Existing and Proposed Views and BT Street Hub Next Generation Concept Renders.
3. Prior to the hub and integral advertisements first being operated, a management plan shall be submitted to and approved in writing by the Local Planning Authority concerning the use and operation of the hub, with particular reference to the avoidance of anti-social behaviour. The hub shall thereafter be operated in accordance with the agreed management plan.

Additional Conditions in relation to Advertisement Consent under Appeal B: Ref: APP/Y5420/H/22/3311410

4. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
5. The digital screen shall not display any moving or apparently moving or audible images (including animation, flashing, scrolling three dimensional, intermittent or video elements); nor shall there be a period of blending between advertisements.
6. The minimum display time for each piece of content on the digital display screens shall be 10 seconds and the rate of change shall be instantaneous and the display will include a mechanism to freeze the image in the event of a malfunction.

7. All illumination shall be non-intermittent unless otherwise agreed in writing by the local planning authority.

Conditions in relation to Appeal C: Ref: APP/Y5420/W/22/3311428

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.
2. The development hereby permitted shall be carried out in accordance with the following approved plans: INLINK PROJECT HRG-209 Rev A; HRG – 209 Existing and Proposed Views and BT Street Hub Next Generation Concept Renders.
3. Prior to the hub and integral advertisements first being operated, the existing double phone boxes on the pavement outside 468-470 High Road London N17 9JD shall have been removed and the pavement reinstated.
4. Prior to the hub and integral advertisements first being operated, a management plan shall be submitted to and approved in writing by the Local Planning Authority concerning the use and operation of the hub, with particular reference to the avoidance of anti-social behaviour. The hub shall thereafter be operated in accordance with the agreed management plan.

Additional Conditions in relation to Advertisement Consent under Appeal D: Ref: APP/Y5420/H/22/3311430

5. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
6. The digital screen shall not display any moving or apparently moving or audible images (including animation, flashing, scrolling three dimensional, intermittent or video elements); nor shall there be a period of blending between advertisements.
7. The minimum display time for each piece of content on the digital display screens shall be 10 seconds and the rate of change shall be instantaneous and the display will include a mechanism to freeze the image in the event of a malfunction.
8. All illumination shall be non-intermittent unless otherwise agreed in writing by the local planning authority.

Conditions in relation to Appeal E: Ref: APP/Y5420/W/22/3311422

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.
2. The development hereby permitted shall be carried out in accordance with the following approved plans: INLINK PROJECT HRG-206 Rev A; HRG – 206

Existing and Proposed Views and BT Street Hub Next Generation Concept Renders.

3. Prior to the hub and integral advertisements first being operated, a management plan shall be submitted to and approved in writing by the Local Planning Authority concerning the use and operation of the hub, with particular reference to the avoidance of anti-social behaviour. The hub shall thereafter be operated in accordance with the agreed management plan.

**Additional Conditions in relation to Advertisement Consent under
Appeal F: Ref: APP/Y5420/H/22/3311424**

4. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
5. The digital screen shall not display any moving or apparently moving or audible images (including animation, flashing, scrolling three dimensional, intermittent or video elements); nor shall there be a period of blending between advertisements.
6. The minimum display time for each piece of content on the digital display screens shall be 10 seconds and the rate of change shall be instantaneous and the display will include a mechanism to freeze the image in the event of a malfunction.
7. All illumination shall be non-intermittent unless otherwise agreed in writing by the local planning authority.