



Appeal Decisions

Site visit made on 3 June 2026

by Lewis Condé BSc, MSc, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 26 June 2026

Appeal A Ref: 6006353

Outside Block A, Peabody Estate, Lillie Road, London, SW6 1UD

- The appeal is made under section 78 of the Town and Country Planning Act 1990 (as amended) against a refusal to grant planning permission.
 - The appeal is made by BT Telecommunications PLC against the decision of the Council of the London Borough of Hammersmith and Fulham.
 - The application Ref is 2025/00789/FUL.
 - The development proposed is removal of an existing InLink unit and the deployment of a replacement Street Hub 3 unit.
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Appeal B Ref: APP/H5390/Z/26/3378202

Outside Block A, Peabody Estate, Lillie Road, London, SW6 1UD

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by BT Telecommunications PLC against the decision of the Council of the London Borough of Hammersmith and Fulham.
 - The application Ref is 2025/00790/ADV.
 - The advertisement proposed is removal of an existing InLink unit and the deployment of a replacement Street Hub 3 unit.
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Decisions

Appeal A Ref: 6006353

1. The appeal is allowed and planning permission is granted for the removal of an existing InLink Unit, and the deployment of a replacement Street Hub 3 unit, outside Block A, Peabody Estate, Lillie Road, London, SW6 1UD, in accordance with the terms of the application, Ref 2025/00789/FUL, subject to the conditions in the attached schedule.

Appeal B Ref: APP/H5390/Z/26/3378202

2. The appeal is allowed and express consent is granted for the removal of an existing InLink Unit, and the deployment of a replacement Street Hub 3 unit, outside Block A, Peabody Estate, Lillie Road, London, SW6 1UD, in accordance with the terms of the application, 2025/00790/ADV.
3. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) and the additional conditions in the attached schedule.

Preliminary Matters

4. There are two appeals on this site. Appeal A concerns the refusal of planning permission for the proposed Street Hub 3 unit, while Appeal B concerns the refusal of express consent for digital advertisements on the same Street Hub. To avoid duplication, I have dealt with the two appeal schemes together, but each has been considered on its individual merits.
5. With regards to Appeal B, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (the 'Regulations') state that control may only be exercised in the interests of amenity and public safety. The development plan policies are not determinative to this appeal, but I have had regard to the policies as cited by the Council in so far as they are a material consideration relevant to the matters before me.
6. In respect of Appeal B, the Council has not raised an objection in relation to public safety and from the available evidence, I find no reason to reach an alternative view.

Main Issues

7. For Appeal A the main issue is the effect of the proposal on the character and appearance of the area. For Appeal B the main issue is the effect of the proposal on visual amenity.

Reasons

Character and Appearance/Visual Amenity

8. The appeal site comprises part of the adopted public highway that already contains a 'BT InLink Unit'. It is located on a wide and busy main thoroughfare, where a similar street hub is situated a short distance away on the same stretch of pavement. Both existing structures incorporate sizeable digital advertising displays.
9. Whilst the buildings immediately surrounding the site are predominantly residential, the streetscene contains several nearby commercial premises, including shops, restaurants and a hotel that display associated signage. In addition to the existing street hubs, further advertising displays are present on nearby bus shelters. Consequently, whilst not overly prevalent, the streetscene already accommodates a range of advertising features, including illumination. The area is therefore already somewhat characterised by such visual influences.
10. The Council has proactively been seeking to reduce street clutter within the Borough. Still, as the proposal would replace an existing street hub in the same location, it would not introduce additional street furniture or materially increase clutter within the public realm.
11. The proposed structure would be modestly larger than the existing unit to be replaced and would incorporate larger digital displays. However, the increase in scale and bulk would be limited and would not appear excessive when viewed against both the existing structure and the wider streetscape. Whilst the precise materials and finish would differ from the current unit, the proposal would retain a contemporary and high-quality design. Given the width and busy nature of the street, the presence of similar street hubs, and the existing advertisements within

the area, the proposal would not appear incongruous, visually intrusive, or unduly dominant.

12. Accordingly, the proposed development would not cause harm to the character or appearance of the area and would not harm visual amenity. The appeal scheme therefore complies with Policies DC1, DC9 and DC10 of the Hammersmith & Fulham Local Plan (adopted 2018), as well as London Plan Policy D8 (adopted 2021). Together these policies, amongst other matters, seek for development to be of a high-quality design that respects its surroundings, including requiring advertisements and telecommunications apparatus to be in scale and keeping with the character of their location.

Other Matters

13. Subject to a condition restricting illumination levels on the digital displays, I do not consider the proposal would have any harmful impacts upon the living conditions of neighbouring residents.

Conditions

14. For Appeal A, in addition to the standard time-limit for commencement of development, I have attached a condition specifying the approved plans/drawings for clarity.
15. For Appeal B, the consent is granted subject to the five standard conditions set out in Schedule 2 of the Regulations. I have also imposed further conditions regulating the displays. These relate to intensity of illumination; the use of static imagery; minimum display times; interval and method of change between advertisements including a mechanism in the event of malfunction; as well as prevention of display of imagery resembling road traffic signs. These conditions are each reasonable and necessary in the interests of visual amenity of the area, and to prevent undue distractions to drivers, in the interest of public safety.
16. I have not found a condition extending the express consent to a period of 10 years to be appropriately justified in this instance.

Conclusion

17. For the reasons outlined above, and having regard to all matters raised, the appeals are allowed subject to the conditions I have referred to.

Lewis Condé

INSPECTOR

Schedule of Conditions – Appeal A Ref: 6006353

- 1) The development hereby permitted shall begin not later than three years from the date of this decision.
- 2) The development hereby permitted shall be carried out in accordance with drawing numbers:
 - Site Location Plan, Drawing No. 24007248_PLN_LOC_1.1
 - Proposed Site Plan, Drawing No. 24007248_PLN_SI_2.1
 - Elevation Plan, Drawing No. 24007248_PLN_EL_3.1

Schedule of Conditions – Appeal B Ref: APP/H5390/Z/26/3378202

- 1) The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) between dusk (local sunset time) and dawn (local sunrise time), in line with the maximum recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements including Digital Displays'
- 2) The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).
- 3) The minimum display time for each piece of content on the digital display screens shall be 10 seconds
- 4) The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction
- 5) No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984