Appendix A

Visual Amenity Appeal Decisions

Visual amenity impacts was a consideration in some recent allowed appeal decisions relating to Street Hub unit applications across various locations within the UK.

It's considered that the following principles should apply to the proposed application, as detailed in the extracts from a select few decisions below:

Appeal ref: APP/Z5630/H/3209488, 2-6 Fife Road, Kingston upon Thames:
"Therefore, due to the smaller footprint and slender profile of the proposed kiosk, the proposal would not be visually intrusive or create visual street clutter. The proposal would also not represent an incongruous addition due to its similarities with the existing digital signs within the town centre."

Appeal Ref: APP/N5090/Z/22/3296138, High Street, Barnet:
"given the limited amount of street furniture nearby, and existing advertising, which is primarily on the buildings themselves, these proposed advertisements would not introduce a significant sense of visual clutter. Although I did not observe any other nearby digital displays on my visit, modern, statically illuminated digital displays are not an uncommon feature in commercial High Street locations such as this."

Appeal Ref: APP/N5090/Z/21/3287033, Watling Avenue, Edgware:
"it would be viewed within the context of an area of existing street furniture which, in combination with the generous width of the pavement, would prevent the unit from appearing as unacceptable visual clutter. The bus stop would also reduce the proposal's visual impact, particularly when viewed from the north-east. There would be no conflict with the Design Guidance Note 1 (Advertising and Signs) which seeks to ensure advertisements are well related to their surroundings in terms of size and scale and are located to avoid visual clutter."

Appeal Ref: APP/J2373/H/22/3305026, Squires Gate Lane, Blackpool:
"although the proposal would add an additional piece of street furniture to this side…….. It would also not be an intrusive or dominant feature given the width of the footway and its design and scale, which is largely reflective of the existing bus shelter."

Appeal Ref: APP/J2373/W/22/3304941, Corporation Street, Blackpool:
"the proposed street hub would be of a slim, modern design. It would replace an existing phone box installation within very close proximity to the appeal site, which is in a somewhat neglected condition. As this form of street furniture is an established part of the street scene, the proposal, whilst of a slightly different design and size, would not appear incongruous."

Appeal Ref: APP/J2373/W/22/3305075, Whitegate Drive, Blackpool:
"Street furniture in the immediate locality of the appeal site is limited to a phone box and street lighting column. As such, the area does not have a cluttered feel. The proposed

street hub unit would replace the existing phone box, albeit in a new, close by location. Whilst it would not result in a reduction of street furniture in total, it would nevertheless not result in any increase in this locality therefore it would not be an overbearing addition. It would be of a slimmer design and smaller footprint to the existing phone box and would be viewed in association with the commercial backdrop. Thus, it would be in keeping with this commercial setting."

Appeal Ref: APP/Q4245/W/25/3363934, Chester Road, Stretford:

"*The appeal proposal would be a substantial structure of boxlike form. As a result of its size and digital advertisements, it would undoubtedly be a prominent feature. However, it would not represent a proliferation of such structures, and would be seen in the context of a modern commercial area within which businesses have varying degrees of signage. On this basis it would not be harmful to the character and appearance of the area."*

Appeal Ref: APP/Q4245/W/25/3363942, 678 Chester Road, Old Trafford, Stretford:

"*Within the immediate vicinity are various items of existing street furniture, including bins, bollards, telecommunications cabinets, a CCTV pole, streetlamps, traffic lights and metal safety railings separating the highway from the footway. To the northeast of the site are two existing payphone kiosks, although one has been adapted and now contains a cash machine. The presence of street furniture is therefore an established characteristic within this commercial area……. Furthermore, given the already bustling, commercial aspect of this area, the proposed hub, with advertisement panels, would not appear incongruous, either on its own or in combination with other nearby furniture and advertisements. I do not therefore consider the proposed advertisements would result in an over proliferation in this commercial setting".*

The above only represent a small number of appeal decisions in allowing appeals on the basis that the LPA refused these applications on.